

# THE BRIDGE

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OCTOBER, 1940

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THE WAY TO ECONOMIC BETTERMENT

# The BRIDGE

OCTOBER, 1940

Vol. 5, No. 7

C U N A

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## THE WAY TO ECONOMIC BETTERMENT

THOMAS W. DOIG and JAMES W. BROWN, Contributing Editors

## EDUCATION

HERE is much talk in credit union circles about "education."

Why is that? What sort of education? What need for education?

To be orderly as to these inquiries we should first note what constitutes the process known as "education." One dictionary defines the word: "the process of nourishing or physically rearing a child or young animal." Another says that education is the "process of impartation or acquisition of knowledge, skill, or discipline of character." A third definition is "the act or process of training by a prescribed or customary course of study or discipline."

A man who had given his life successfully as an educator once defined the word to mean the "process of driving some wedges into the human skull so that truth could penetrate therein."

We are beginning to learn that education has nothing to do with youth; the smart man continues the process and learns something of value even to the day of his death.

We are also beginning to sense that it is a pleasant process, that there is nothing more enjoyable than an increasing comprehension of the truth.

Credit Union education may be fairly defined, therefore, as the process of learning the truth about the credit union and all of its potentialities.

Too many of us, possibly the majority of us, have but a vague notion of what this credit union is all about. We know that it is a place to borrow money on better terms than we can get from the money lender. Some of us understand what a fine plan it is for acquiring savings through sustained, systematic saving. Fewer still are beginning to comprehend that the primary value of the credit union is to be found in training in the very important business of making money the willing servant, and, by the same token, no longer the master of man.

The time has certainly come in our program—in fact it came a long while ago and we were not awake to that fact—when we should begin to understand the credit union. This process of understanding must start with the directors and the committee members; it must be the primary function of League and Chapter and, what is most important, it must reach the entire membership.

Our most recent League, the Nova Scotia Credit Union League, has most to teach us as regards education as the whole Nova Scotia program has been and is predicated on adult study.

We must carry on much brave experimentation in this essential matter; none of us know how to go about this business of bringing to two and a half million credit union members an understanding of cooperative credit philosophy. We must not be dissuaded by the magnitude of the job. While many reasons have been given for the collapse of democracy abroad, for the ease with which Hitler has piled conquest on conquest—his greatest ally has been ignorance. The people have not been trained adequately in self-management, self-control, and self-direction.

If we would keep America free we must keep America trained to capacity to find the truth. It is the truth in very fact which makes man free. It is ignorance which enslaves him. And it is our job to be increasingly worthy of freedom.

And we can never probe to the depths of the credit union and find all the pure gold there is in it unless we are willing to put the whole credit union to work by a true knowledge of what there is in it.

A MONTHLY MAGAZINE DEVOTED TO THE CREDIT UNION MOVEMENT

# Ralph G. Long

**I**N THE PASSING of Ralph G. Long on August 21 the credit union movement lost one of its outstanding leaders.

Ralph was inducted into the credit union movement in 1927 when the Decatur Wabash Credit Union was organized. It was through his efforts that this credit union was formed, and it was the first one to be organized in the central part of Illinois, having charter number twelve. He was its first treasurer, and from the very beginning he began to preach and practice a credit union philosophy, which was deeper and more fundamental than just economics. He put definite spiritual values into his everyday credit union dealings with the members, and he inspired all those with whom he came in contact. The Decatur Wabash Credit Union because of Ralph's leadership in its early days, is today one of the best credit unions not only in the State of Illinois, but in the entire United States. It has actually carried out the philosophy of service in which Ralph so sincerely believed. This credit union has ever been ready to adopt any suggestions or recommendations that would afford greater benefits and service for its members, and was one of the pioneers that proved the now accepted fact, that, the more constructive service a credit union renders its members, the more successful it will be.

#### President of League

Ralph played a conspicuous part in the organization of the Illinois Credit Union League in 1930 and served on its board continuously until his death. He served on the Executive Committee, and as vice-president for a number of years. At the time of his death he was serving his second term as President of the League.

The Central Illinois Chapter of Credit Unions, the first in the State, was organized through the efforts of Ralph, and he served as

its first President. This chapter led the way for other chapters.

#### Set Credit Union Record

The teachings of the late Edward A. Filene struck a responsive chord in Ralph's heart. He believed in them devoutly. He believed with Mr. Filene that we should continuously strive to bring the benefits and services of



the credit union to others who need them. Afflicted though he was from youth with infantile paralysis Ralph was responsible for the organization of practically all of the credit unions in the central part of the state. He exhausted every potential group in his home town of Decatur, a city of 58,000 people. It is said that 18 per cent of the entire population belongs to credit unions, and that every resident of the city is credit union conscious. This is a unique record and to my knowledge cannot be equaled by any other city of its size anywhere in the entire country. It is a distinct tribute to Ralph's ability not only to organize credit unions, but also to educate credit union members and the public in general in

regard to the philosophy and principle upon which the credit union movement was founded.

#### At Estes Park

When credit union leaders from all corners of the United States gathered at Estes Park on August 7, 1934, to draft the constitution and by-laws of the Credit Union National Association, Ralph Long was conspicuous among them. He was one of the signers of the constitution and by-laws, and his name appears on the now historic parchment, copy of which is being carefully preserved in a glass case at National headquarters. Ralph served on the National board for several years, resigning just before the last meeting after assuming the editorship of *The BRIDGE*.

The foregoing outline of Ralph's credit union activities is somewhat disconnected, but it will indicate to some degree, just how firmly he was interwoven into the credit union movement.

#### An Immortal Credit Unionist

Ralph was a leader—a great leader. He thought things out carefully and logically and arrived at his own conclusions. He was, without doubt, the most tolerant man I have ever known. He respected the other fellow's viewpoint, and never once in all our stormy sessions, both state and national, did he raise his voice in anguish or utter a harsh or bitter word. That is more than can be said of most of us. Ralph once said, "true religion is not in professing it, but rather in living it." And so, he lived his religion day in and day out, in sunshine and rain, exemplifying at all times the qualities of a great man. He made a tremendous contribution to the material and spiritual well-being of his fellowmen and as long as the credit union movement shall survive, Ralph Long will live as one of its immortals.—J. S. D.

# SIX YEARS WITH FEDERAL CREDIT UNIONS

By OTTO WILSON

IT IS LATE in the afternoon of October 1, 1934. A little group of city employees has gathered in an office in the city hall at Texarkana, Texas.

The city attorney is there, and two policemen have dropped in from the street. Also present is C. R. Orchard, from Washington, D. C. The city attorney and Mr. Orchard give short talks, a few questions are asked and answered, the persons present sign a document on the table, and the meeting breaks up. Before they go the people leave with one of the group small bills and change to a total of \$7.75.

Thus undramatically, with no fuss and feathers, the Federal side of the credit union movement in the United States is launched. For the meeting is the charter meeting of the Morris Sheppard Federal Credit Union, first in the United States to receive a Federal charter.

Touch that picture, now, with a magic wand—the magic wand of six years of spreading popularity—and what a transformation takes place!

Suddenly the less-than-a-dozen members of that first credit union become more than a million busy men and women. The plain little office expands to 5,000 miles of sea and land. The single credit union multiplies 4,000-fold. The \$7.75 capital swells to some \$80,000,000 and it is not lying idle on the table but is ceaselessly coming and going, attending to the common needs of countless common American people.

It is a transformation in which every credit unionist may properly feel a tinge of pride. Growth of Federal credit unions in these last half-dozen years has had few parallels in the history of the cooperative movement. To celebrate the sixth anniversary of this little incident in Texas we can not do better than to take a glance backward and see just how they got where they are.

## Part of Filene's Credit Union Plan

The story really begins in 1921. In "CUNA Emerges" Mr. Bergengren tells how he and Mr. Filene worked out a four-fold program to bring credit unions to the whole United States. Included was a project to get a Federal law passed under which credit unions could be chartered anywhere on American soil.

For 13 years that purpose lay dormant. But by 1934, with credit union laws in

three-fourths of the states and some 2,500 credit unions actually at work, the time seemed ripe to act upon it. It is not necessary here to tell of the various steps by which the initial bill finally became a Federal law. Senator Morris Sheppard introduced the bill and as a result of much valiant effort by him and its other friends in and out of Congress it became a law on June 26, 1934.

Then came the job of putting it into effect. Happily the job was in sympathetic hands. The new act specified the governor of the Farm Credit Administration as its administrator, and the position at that time was held by W. L. Myers.

duties assigned to him under the law. So a Credit Union Section was set up to act for him in handling details of organization, administration, etc. Temporarily Herbert Emmerich, executive officer of the FCA, was named director of the new section, but as its permanent director Governor Myers selected Claude R. Orchard, who had made an outstanding record of credit union activity within the meatpacking firm of Armour & Company, as well as outside the firm. Mr. Orchard was first appointed assistant director and then, as of January 1, 1935, was made director and has continued in that position ever since.

Filled as it was with beginnings, the summer of 1934 was a busy and strenuous one. The public was hearing about the new Federal venture and inquiries were pouring in. To take care of these and other demands an office force was gradually built up. For more direct contact with groups interested in forming a Federal credit union a field force was started. Standard by-laws for Federal credit unions, after long study and threshing over by experts, were finally put in shape. Standard forms were devised. Accounting practices were laid down and an accounting manual issued. Thus the foundations were laid for the great superstructure that was to follow.

Autumn leaves were beginning to show before this necessary preliminary work was concluded. But at the end of September Mr. Orchard seized a copy of the by-laws damp from the press and caught a train for Texarkana. There, as noted, the first group to receive a Federal charter began business. The second charter followed immediately, going to FCA employees in St. Louis. Employees of the D. H. Holmes department store in New Orleans received charter No. 3. And so the long parade got under way.

Wherever credit unions had become known in the quarter-century before the Federal act was passed, they had become popular largely because they were found to meet an obvious need. Now they had the enormous added advantage of endorsement by the Federal government. Federal credit unions began "catching on" everywhere. In 1934, following the issuance of the first charter, they were organized at the rate of about one new credit union for each working day of the year. Then the pace quickened. In 1935 no less than 826 Federal charters were granted and in 1936 the total was still higher with 956. In these two years 1,788 new Federal credit unions thus were started on their way, or about 60 per cent as many as had been organized in all the years before the Federal act was passed.

The period of greatest intensity in chartering was the three months, March, April, and May of 1936, when 340 new Federal credit unions were started. The largest single month was January, 1937, with 123 new charters.

Looking back over these times the present officials of the Credit Union Section see many remarkable developments. Early in 1935, for example, an already lively interest in Federal credit unions in and around Pittsburgh was fanned into a blaze by a series of six credit union articles written by the financial editor of the *Pittsburgh Press* and published in that paper. A flood of calls for more information resulted. For many months thereafter the Section was busy meeting the

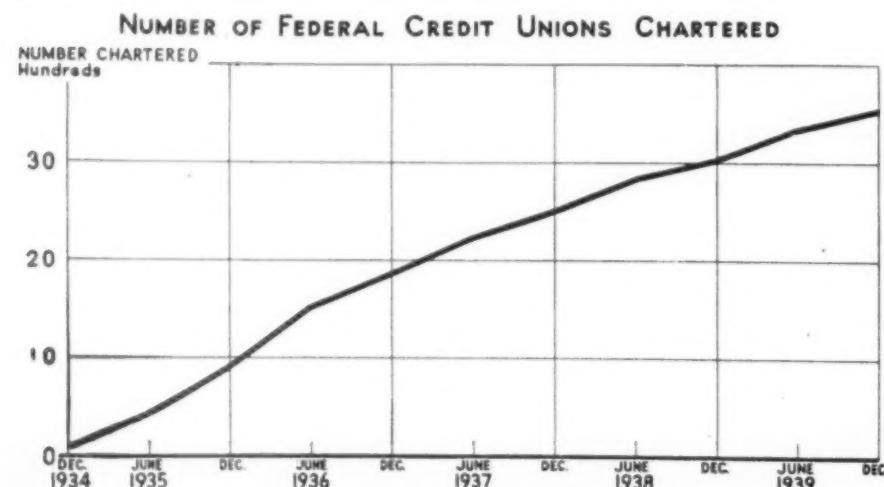


HON. A. G. BLACK

who not only believed thoroughly in credit unions but had recently seen a number of them set up within the FCA organization in various parts of the country. It may be added that his attitude of encouragement and helpfulness has continued under the two men who have since held the office of governor, E. F. Hill and the present incumbent, A. G. Black.

## Orchard Appointed

It was necessary to have some kind of organization within the FCA through which the governor could perform the



demands of employee groups in this highly industrialized area for help in getting Federal credit unions started. Eventually between 150 and 200 Federal credit unions were formed in this general area, making it one of the leading credit union centers of the country.

Two years later the eyes of the credit union world were turned toward a setting of a far different character, but one in which credit unions fitted equally as well. For a long while Hawaii residents had been showing a persistent interest in credit unions. Finally a teacher group, in the summer of 1936, broke the ice by obtaining a Federal charter. But it was not until the following fall and winter that the real development took place. Then in a period of about six months, with the help of a Credit Union Section field man, half a hundred groups in private employment, in government service, on the plantations, and elsewhere obtained their Federal charters, perfected an organization, and opened for business. Since then almost as many more have been started. The record for expansion and efficient management which these farflung members of the Federal credit union family has made constitutes one of the brightest pages in credit union annals.

### Progressive Reorganization

So for two or three years Federal credit unions continued to grow in number, size, and usefulness. To the Washington observers it was a pleasing spectacle. But it brought accumulating responsibilities which mounted higher month by month. Increasingly the Credit Union Section felt the strain of trying to take care of these responsibilities with its existing machinery. Beginning early in 1937 the organization of the Section was progressively reshaped, the new set-up as it finally emerged being along the following lines:

In order to give Federal credit unions the benefit of personal counsel and supervision, as far as possible, the whole country was divided into Federal credit union territories. Each territory contained 90 to 100 Federal credit unions (although this number might vary considerably), and each territory was assigned to a resident field representative. It was his job to keep in touch with the Federal credit unions in his territory and help them with any problems that might arise. In the Credit Union Section in Washington two "field and review" subsections were created, and the territories were divided between them on a geographical basis. Each subsection directed the work of the field men in its area, reviewed the reports from Federal credit unions, and looked after Federal credit union affairs generally in that area. Thus as far as possible a line of personal contact was established running from the officers of individual credit unions through the field men, the subsections, the officials of the Credit Union Section, and on up to the governor of the Farm Credit Administration.

A further unit, the "advisory and service subsection," was set up in the Washington office to look after correspondence, bonds, records, and the miscellany of details naturally coming up in a large organization. Finally a fourth unit was added bearing the significant title of "membership relations." Its job was to concentrate on helping credit unions with that ever-present problem of how to make mere nominal members into active, informed, participating members.

Each of these four units was staffed with personnel especially qualified for its particular work. Each was headed by a chief, who reported to the assistant director in

CONDENSED COMBINED BALANCE SHEET OF FEDERAL CREDIT UNIONS,  
AS OF DECEMBER 31, 1939 AND DECEMBER 31, 1938

ASSETS	DECEMBER 31, 1939 \$/		DECEMBER 31, 1938 \$/		INCREASE IN AMOUNT DURING 2-MONTH PERIOD
	AMOUNT	PERCENT OF TOTAL	AMOUNT	PERCENT OF TOTAL	
Loans to members.....	\$36,983,540	79	\$23,824,703	81	\$13,158,837
Cash.....	6,554,866	14	4,573,219	16	1,981,647
U. S. Government bonds.....	894,658	2	617,327	2	277,331
Federal savings and loan association shares and accounts.....	1,979,129	4	405,215	1	1,573,914
Loans to other credit unions.....	353,410	1	90,026	-	263,384
Other.....	145,560	-	111,011	-	34,560
<b>Total.....</b>	<b>\$46,911,183</b>	<b>100</b>	<b>\$29,621,501</b>	<b>100</b>	<b>\$17,289,682</b>
LIABILITIES					
Notes payable <sup>g/</sup> .....	\$1,055,040	2			\$1,055,040
Accounts payable and other liabilities.....	22,376	-	5683,600	2	- 601,424
Shares.....	42,497,979	91	26,860,367	91	15,626,612
Reserve for bad loans <sup>g/</sup> .....	1,245,658	3	761,762	3	483,896
Undivided profits.....	2,000,130	4	1,306,572	4	783,558
<b>Total.....</b>	<b>\$46,911,183</b>	<b>100</b>	<b>\$29,621,501</b>	<b>100</b>	<b>\$17,289,682</b>

<sup>g/</sup> On basis of reports from 3,127 Federal credit unions.

<sup>b/</sup> On basis of reports from 2,753 Federal credit unions.

<sup>c/</sup> Included in other liabilities prior to December 31, 1938.

<sup>d/</sup> The reserve for bad loans is established and maintained by transferring thereto at the end of each month an amount representing the total entrance fees and fines collected during the month and, at the end of each year, an amount equal to 20 percent of the net earnings for the year before declaration of dividends. As of December 31, 1939 this reserve was equal to 3.37 percent of total loans outstanding to members; on December 31, 1938 the reserve was equivalent to 3.20 percent of outstanding loans to members.

charge of administrative matters for the Section.

With all this organization there was still only a remote contact between the Credit Union Section in Washington and the tens of thousands of officers, committee members, and directors of Federal credit unions throughout the country. To help bridge this gap "Cooperative Saving," a former monthly bulletin of the Section, was revived and issued in the form of a bimonthly printed magazine. Through its pages the Section proposed to broadcast to management officials a multitude of interpretations, practical operating suggestions, answers to questions, and special

possibly saving them much grief later on. Every Federal credit union is encouraged and helped to keep its machinery in good running order because, in the long run, its usefulness and perhaps even its life may depend on developing the right kind of operating practices.

### 50-60 Charters Issued Monthly

While the Section has thus been centering much attention on the task of providing better service to credit unions it has continued to investigate new groups applying for charters, and to issue charters to those that are qualified. Applications in a steady stream flow in from many sources. Each month on the average now sees 50 to 60 new Federal credit unions starting on their career, and the long-range tendency is ever upward. Close to 4,000 Federal credit unions are at work. Looking ahead as far as they can see, the leaders can visualize only an indefinite continuation of this inspiring advance.

But what is the particular job of the more immediate future or near-future? It is first, of course, to continue steadily with the work of helping new groups to become organized and helping existing Federal credit unions to keep in good working order.

But beyond that is a line of endeavor which all credit union leaders are now coming to regard as of first importance. Credit union members are now numbered by the millions. They represent all degrees of knowledge of credit unions, all degrees of sharing in the wholesome interest in the welfare of one's own group which is the real motive force that keeps credit unions going. To infuse that knowledge and interest more and more in the growing mass of credit union membership is the task of the hour—a huge task but one in which the whole roster of credit union officials, Federal and state, the local leaders, the editors of the multitude of little credit union papers, the 2,000 or more educational committees, can well unite.

In throwing its energies into such effort the Credit Union Section believes that it will be effectively rounding out its endeavor to fulfill the intent of Congress, in passing the Federal act, to "make more available to people of small means credit for provident purposes through a national system of cooperative credit."



C. R. ORCHARD

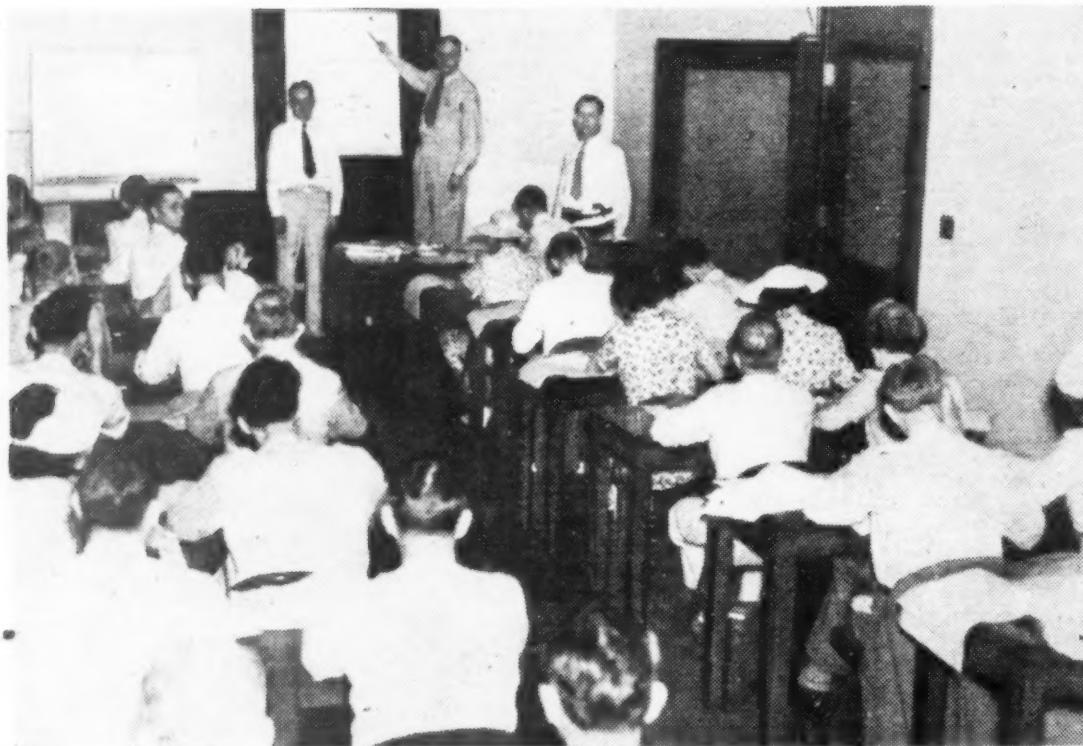
messages and announcements.

Such was the organization which gradually took shape, and which is functioning effectively today. Under it Federal credit unions now have access to an evergrowing stock of information on how to carry on their work successfully.

They have immediate help available by mail, wire, or personal visit relating to any item of running a credit union, from routine accounting to the handling of serious emergencies. Newly formed Federal credit unions are assured of a proper send-off,

# Florida Launches Supervisory Committee Training

J. W. Windham Conceives Plan



Jacksonville Class Receiving Supervisory Committee Instructions.

THE EDUCATIONAL committee of the Jacksonville Council (Chapter) has inaugurated a plan for the retrieving of supervisory committee from the land of the forgotten and at the same time placing them in a more favorable position to assume their rightful place in credit union affairs.

The leaders realized that few if any supervisory committee members attend regular credit union functions. Therefore, they proposed to hold a series of meetings devoted exclusively to the work of the supervisory committee and to exert special effort to get them to attend.

Upon enlisting the aid of the Credit Union Section, W. P. Mallard, Chief of Field and Review, agreed to direct the session and to prepare special material for use. Field representative David Rambo assisted.

The plans for the experimental meetings called for a two-night session in each city. The first meetings in Jacksonville and Miami consisted of a dinner, and discussion by Mr. Mallard of the powers and responsibilities of the supervisory committee. Utilizing charts, Mallard demonstrated that the supervisory committee is the guardian of the members' interests and that they are elected for that purpose. He also brought out the important place the committee fills in making the credit union movement safe and successful. He showed them an

analysis of the internal workings of the credit union and how the work of the supervisory committee pertained to it.

This all served to acquaint the attendants with the fact that the supervisory committees serve the credit unions in a much more important capacity than mere "watch dogs" whose duties begin and end with an audit to ascertain if the books are in order.

On the second night a sample set of books was used for a practice audit. The sample set contained accounts of which 10 had share balances and 5 had loan balances. Numerous irregularities nevertheless were found by those in attendance without assistance from the leaders. Each step of the audit was taken by everyone together and errors and irregularities were displayed on the wall as they were found.

At the end of the session a model solution was handed to each participant and a discussion was held as to the steps the supervisory committee should take in accomplishing actual improvement in the credit union from the facts developed. These improvements were considered from the standpoint of operating practices, soundness of financial condition, and service to members.

To get out attendance the Chapter committee used not only the mail, personal contact, and telephone but also the newspapers and radio. Their efforts

were well rewarded and on the first night at Jacksonville 54 persons attended and 52 came back the second evening. Of these a total of 34 had never before attended a Chapter meeting. Miami had the largest attendance of the three cities where classes were held, with 80 people turning out. Altogether 150 persons on the three opening nights and 131 on the second nights were reached, including, respectively, 94 and 97 supervisory committee members.

It is recognized by all that much preliminary work must be done if the meetings are to accomplish the desired results. At Jacksonville, Mr. L. S. Dasher, president of the Chapter, Mr. J. W. Windham, and Mrs. Honor B. Wilson got out the attendance. At Tampa it was Henry Claywell, managing director, and Ben Summerall. T. E. Attwood, president of the Florida League, C. W. Stevens, and Henry Graves gave freely of their time and energy to make the Miami meeting a success.

The Atlanta, Georgia, Chapter is the next group scheduled to try the plan. Through the activity of W. W. Pratt the Philadelphia Chapter is sponsoring a series of classes for supervisory committee members. They will be held in three different locations in three consecutive weeks. The days are October 14-15, 21-22, and 28-29.

# THE CREDIT UNION AND THE WAR CRISIS

By ROY F. BERGENGREN

Extracts from a Speech Delivered at Minnesota Credit Union League Meeting

IT IS VERY difficult to escape the responsibility which is incidental to being a part of something. You are a part of your family, a citizen of your home town, a loyal son of your State, an American—and with identity to each of these social and political sub-divisions goes your personal responsibility to the unit in question.

So your credit union is composed of very human parts; you are one of these parts and this League is a complete whole consisting of many parts, of which your credit union is one. The Credit Union National Association is the central organization of forty-six State Leagues; the parts which compose it and our credit union brotherhood is a most important part of America.

What happens in the difficult days ahead to America will determine what happens to the credit union movement.

We are therefore vitally concerned with what is going on in the world.

I believe, very humbly, that it is within the plans of that Omniscience, which we call God, that man should develop, however slowly and painfully, however many periods of retrogression he may experience, no matter how many times he may slip backwards into the seeming dark in the process, in his power to govern himself. I have faith that that is the Divine plan. *I believe that man will increasingly dignify himself in self-control, in self-discipline, and in self-mastery.* I believe that the justification of the credit union is its consistency with this process. And this principle—of self mastery—has immortality. It has survived to the present hour; it will outlive the turbulent present.

Raiffeisen, in Germany, will be a great figure to succeeding generations of Germans after Hitler is forgotten. Even though at the moment the dictator, in the ascendancy, destroys cooperative effort in Europe, because the cooperative principle has immortality, it will survive the dictator. It is because the dictator recognizes this immortality of the principle of cooperation that he destroys cooperative effort wherever he encounters it on his path of conquest.

For cooperation is intangible; it is of the air which free men breathe; it is, as I have noted, indestructible. It cannot be killed by a blitzkrieg; it cannot be destroyed by airplane or by battleships; it cannot be mined nor can it be sunk by a submarine. The Roman Emperors, who threw the early Christians to the lions, did not understand that the principles enunciated by the Nazarene had immortal life and that the principle survived when the body of the Christian martyr had been torn to shreds.

It is, I repeat, because the dictators understand that they are fighting a principle and that principles have immortality, that they destroy, in their campaigns, the visible symbols of the immortal principle. And it is because we are committed to this great

principle in all of our credit union experience that we are for all time enlisted against every agency which could destroy our democracy. *Only within the soil of democracy can cooperative effort flourish and come to maturity. We must never permit ourselves to forget that simple fact.*

I think in this difficult hour we may have faith that God—this Omniscience, this principle, this certainty of high purpose in the world, this instinct of man to raise his eye mark until he can envision the better world of his own creation, his oneness with God—I believe that, with all due humility, we may assume that we march with God and that, in the end, the right will prevail and that we are unconquerable, so long as we are right.

What then of the place of the credit union in this difficult hour? What responsibilities have the soldiers of Valley Forge and all of the great men and women who have given us America, imposed upon you and upon me? How should we assume these responsibilities, that our grandchildren may know that we kept the faith? Shall we be glad or sorry that we may now be called upon to test our worth to endure?

For one, I am glad that, if the principle of democracy must be finally tested, the time of testing is at hand.

For one, I am not afraid.

Further, for one, I am an optimist; the principle of democracy will survive; it will win, not only in America but in Germany. But democracy will not win immediately because it is right; the rightness of democracy is the determining factor in this war—but the capacity of democracy to prove its rights to endure—that will be the determining factor of the immediate present.

And in this struggle of democracy to endure what of the credit union brotherhood of two and a half million souls, increasing in power and responsibility, day by day—what of us?

We have at stake at this hour two things and one of them merges into the other; we are Americans; ours is the rich heritage of democracy and ours the responsibility to preserve, to perfect, to prove democracy.

*As Americans we will do everything, individually and collectively, that America calls upon us to do.* If war comes—and I am of those who believe that war may not come—we are of those from whom the armies are enlisted in every war. We will I repeat do whatever America calls upon us to do.

And we have a second stake; there can be no credit unions in a dictatorship; the two do not mix; like oil and water, dictatorship and cooperation cannot merge. There are no self-governed credit unions within the land of its origin; Raiffeisen must look down on his own country and, if there be weeping in Heaven, copious are his tears.

*The Credit Union is distinctly American; it is of and for and by the people; it is*

essentially democratic; it dignifies men by reaching into their inner soul to capitalize their potential capacity to serve both themselves and their fellows. *We symbolize this principle of which I have been speaking, this immortal principle of which Hitler has more cause to be afraid than he has of any armies which may be raised against him.* When we fight for America we fight also for the preservation of this essentially American principle of cooperative action.

And if war comes or if war seems about to come any time during the next few years, credit unions must, more than ever, serve their members. War is a business which revolves around taking chances. No one knows in the beginning what the end will be. We, in the credit unions, have always taken chances; we have made loans which were supposed to be unsafe and we have proved them to be safe until banks have now invaded our field and begun to make the same sort of loans.

We have had faith in our people, and if war comes and during this inevitable period of preparation, we shall go right on loaning to our people, whether it be to a prospective soldier or not.

*If there is a war and every guaranty fund is wiped out because we have served our members and their dear ones at home in their absence—so let it be.*

Credit unions will increase in membership and assets by leaps and bounds during this period of preparation and during a war if war comes. This increase will be the savings of the men who man the munition factories at home, the savings of the employed people who battle on the home front that the soldier may fight our battles where the fighting must be done.

*That the savings of those who remain at home may be risked so that those who fight and those they leave behind them when they go may be protected to the ultimate of our power to protect them—that is the obvious credit union way of life.*

And we must remember that during the dark days of the depression, when banks were failing on every side and our people were joining the ranks of the unemployed in increasing thousands day by day it was the credit union which stood by them and refused to curtail its service which came through with colors flying. It was the credit union which stopped making loans to its members and began to make investments instead which, deservedly in my judgment, suffered the most as they saw investments stagger and fall.

*We are organizations of people, not organizations of money; we exist for service; we are cooperatives. Let no credit union worry about what it will do during the difficult days ahead; it has learned from its experience that its way is the way of service; stick to the way of service and, when the hour of trial is over, there will be no credit union which will have to explain why it failed its members in what might easily be their hour of greatest need.*

I would prefer a credit union insolvent on the day of peace because it had followed its members to the field of battle than a credit union which could show great favorable balances at the end of hostilities because, when war was declared, it exempted itself from military service.

*In the credit union, if by any chance I am your leader, the command is "forward on every front of service" and we enlist for the duration of any war which may come to America.*

*The Credit Union marches with the troops!*

As you know, the National Association has opened its doors to Canada.

Here are a people who came to America as did our forebears to find freedom in democracy; they think as we do; their traditions are our traditions of freedom; they govern themselves. They are our brothers in the credit union movement. I have nothing of the prophet Isaiah in my equipment but I believe that the future of the credit unions in the United States and in Canada is a common future and that the difficult days ahead will prove the worth of our cooperation, shoulder to shoulder in the promotion of the credit union with our blood brothers in democracy in Canada.

And what will be the story a year from

now? I do not hesitate to say that on that date we will be the most powerfully equipped nation in the world and that our equipment will be used successfully.

The stronger we get, the less probability there will be that we shall have to make war. *If war comes and the principle is clear—we shall march with the certainty that it is for the preservation of the principle of equality for all mankind.*

Then indeed will God bless America! And then, too, history will record that you and I carried on to ultimate victory the torch handed to us by the forefathers who intended one nation, indivisible, with liberty and with equal justice for its people.

## Activity on The "BRIDGE" Front

By R. A. WEST, Chairman  
National BRIDGE Committee

Now that vacations are over, it is time for us to start showing results on the 80,000 BRIDGE subscriptions which we must have by April 1, 1941. BRIDGE subscriptions have remained about the same through the hot months of June, July, and August, during which months it seems that Credit Union folks lose all their pep and vacation all summer. All Credit



R. A. WEST

Union vacations are now declared over and we must make up for lost time.

Since we last reported our activities in the September BRIDGE we have had many fine reports from all sections of the country. Our hats are off to the WEST CENTRAL DISTRICT whose chairman is Geo. Jacobson of St. Paul, Minnesota. There were only two states that appointed State BRIDGE chairmen last month and they both came from the WEST CENTRAL DISTRICT: Wisconsin—Chairman, Mr. Ed. Eich of Milwaukee; South Dakota—Chairman, Mr. Wm. Knight of Sioux Falls. This gives the WEST CENTRAL DISTRICT five state BRIDGE chairmen out of eight states in the district. Nice going, Geo. Jacobson and the WEST CENTRAL DISTRICT.

Our hats are also off to OKLAHOMA. From Miss Linnie B. Wilson, state BRIDGE

chairman, comes the first monthly report of the BRIDGE campaign. Some one must be first and some one must be last. Now that first honors have been taken by OKLAHOMA, see to it that your state is not last.

The EAST DISTRICT under Chairman John Ammering reports much activity. New York state has their organization almost completed and we are expecting big things from them right away. Three state BRIDGE chairmen have been appointed out of nine states.

The EAST CENTRAL DISTRICT under Chairman Ed Kimball reports a great amount of activity centering around Ohio. All reports indicate that Ohio is taking the lead to date in this district. We have good reports from other states in this district but no appointments of state BRIDGE chairmen to date. Two states have appointed state BRIDGE chairmen out of nine states.

The SOUTHERN DISTRICT under Chairman F. L. Andrews has the honor of the first state making a monthly report. Other states have made promises but no appointments to date. Two states out of eleven have appointed state BRIDGE chairmen.

The WEST DISTRICT under Chairman Geo. C. Sopp reports things are progressing and we can expect a good report next month. One state out of eleven has appointed a state BRIDGE chairman.

I want to again ask that all states that have not appointed a state BRIDGE chairman please do so at once. This is the first step towards 80,000 subscriptions which we cannot hope to reach unless we have your cooperation.

Putting our needed subscriptions on a monthly basis we need 4,750 new subscriptions a month to reach 80,000 by the 1st of April, 1941. We are to date about 14,000 subscriptions behind schedule. This seems like a large number until we think of the 2,500,000 prospects in the Credit Union movement.

Let's give this BRIDGE campaign just a little more effort in two ways. First, subscriptions. Second, let your committee know what kind of a magazine you most desire. I am sure that if you will give us the subscriptions and the ideas we will try to give you what you most desire in the way of a real Credit Union magazine. Thanks to all for your excellent help!

### BRIDGE CIRCULATION as of August 30, 1940

State	No. of Copies
Illinois	6,273
New York	2,891
Wisconsin	1,674
Missouri	1,294
Ohio	1,188
California	938
Minnesota	913
Pennsylvania	911
Texas	502
Iowa	493
Michigan	469
Massachusetts	458
New Jersey	399
Kansas	398
Indiana	370
Washington	298
Colorado	280
Connecticut	268
Florida	231
Georgia	230
Maryland	225
Kentucky	218
Virginia	204
Oregon	181
North Carolina	179
Tennessee	179
Nebraska	125
Dist. of Col.	115
Hawaii	102
Maine	95
Louisiana	94
North Dakota	80
Utah	79
Arizona	73
Alabama	70
Rhode Island	69
Oklahoma	65
West Virginia	56
South Dakota	36
Idaho	28
South Carolina	21
Mississippi	20
Montana	19
Arkansas	15
New Hampshire	10
Wyoming	10
Delaware	4
New Mexico	2
Vermont	1
Nevada	1

#### Foreign Subscriptions

Canada	159
Philippine Is.	5
Canal Zone	3
Japan	1
South America	1

#### Miscellaneous

Complimentary	177
Exchange	18
Total Bridge Subscriptions	23,217

## RECOMMENDED TO CHAPTERS

THE COLUMBUS, Ohio, Chapter held their first weekend camp on September 7th and 8th at Camp Wildwood, a delightful rustic lodge 10 miles northeast of Columbus. Eighty credit union leaders from Columbus and representatives from the Cleveland, Cincinnati, Dayton, Akron Chapters, Ohio Credit Union League, Credit Union National Association, and the Federal Section of the Farm Credit Administration enjoyed a two-day program filled with credit union information and recreational activities.



W. E. Richards, President of the Chapter, presided over the two-day meeting, which consisted of group discussions with chairmen and leaders to direct the exchange of ideas and information on the following subjects:

Board of Directors.  
Credit Committee.  
Audit Committee.  
Educational Committee.  
Filene Memorial.  
Legal Problems of a Credit Union.  
Effective Loan Collections.  
Credit Union Legislation.  
Insurance for Credit Unions.  
New Credit Unions.  
History of Credit Union Movement and Functions of Credit Union National Association.

FOLLOWING the group discussions, the group chairmen reported back to the general assembly the suggestions, information and recommendations developed during the discussions, and it is intended that this material will be put in writing and sent to all in attendance, as well as to absentee credit unions.

The Saturday evening and Sunday evening dinners were enjoyable with novelty numbers, and a guest speaker. The Sunday morning breakfast was given over to a memorial to the late Edward A. Filene. Folk dancing occupied the program on Saturday evening until the late hours.

During the two-day session, interesting displays of educational materials, credit union records, BRIDGE, Filene Memorial work, and the Columbus Chapter Achievement Award were a subject of careful inspection by the credit union members.

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## FACTS

As of December 31, 1939, Federal Credit Unions had charged off \$122,327 of uncollectible loans, which is .07 of 1% of total loans made since organization. On this same date Federal Credit Unions had \$1,245,658 of reserve for bad loans, which is more than 10 times the amount charged off. In addition there was \$2,090,130 of undivided profits on hand.

## CALIFORNIA STATE FAIR CREDIT UNION EXHIBIT

By AL S. DINGLE, Vice-President  
California League Exhibit Committee Chairman

SACRAMENTO VALLEY Chapter of the California League sponsored a Credit Union Exhibit at the California State Fair in Sacramento August 30 to September 9, which exceeded all State and National records in attendance—725,000.

This Chapter group, as one of its several energetic educational features of the year, undertook this enterprise and gained much experience, pleasure, and knowledge in so doing.

The Committee secured a 10 x 10 foot space in a very advantageous spot and rented a purple velour chromium booth, erected the life-size charts furnished by the National Association, and spread out on tables to hand to passers-by the excellent assortment of Credit Union material arranged and forwarded by Mr. Shipe of CUNA'S Educational Services.

The project cost less than \$100; a number of Credit Union folks enjoyed their shifts and approximately 5,000 pieces of literature were distributed to visitors at the booth. Innumerable most interesting contacts were made. Many inquirers were greatly impressed with this showing of the movement and went away bigger boosters than ever. Prospects of new credit unions were also secured. A card record of conversations and inquiries was kept. Many were straightened out

on unanswered questions of long standing.

Our booth was very near the entrance to the grandstand where huge throngs totaling more than 15,000 people passed twice daily during the duration of the Fair.

Another item which encouraged many questions was the display of golf prizes in the show case in the picture. Placards were attached to the prizes indicating the donors, which they greatly appreciated. These are for our annual Chapter tournament to be held October 12. Mr. Bud Lysaght of the Chapter Publicity Committee is Tournament Director.

In another attempt at a booth we would of course conduct it on a different scale, with a preliminary campaign, poster contests and prizes, premiums and perhaps daily drawings, all in order to attract even more people to the booth.

At least the minds of many thousands of Credit Union prospects in California were impressed in a new form, and only time will tell how far-reaching this publicity attempt of the Sacramento Chapter will be.

If nothing else was accomplished, we feel that our exhibit gave the Credit Union movement greater prestige in the eyes of the general public. The plan has been complimented by many.

## FIRST STATE FAIR CREDIT UNION EXHIBIT



1940 CALIFORNIA STATE FAIR CREDIT UNION EXHIBIT

Sponsored by the Sacramento Valley Chapter of the California League. Charts and literature displayed were furnished by the Credit Union National Association. The show case contains the prizes offered at the Chapter Golf Tournament to be held October 12th. Reading from left to right in the picture are the following: Hubert G. Baugh, Chapter Secretary; John N. Bennetts, State League Di-

rector; Al S. Dingle, State League Vice-President and Exhibit Committee Chairman; Mrs. C. M. Wertz; Mrs. Mattie Warner, Assistant Secretary Sacramento Postal Credit Union; Mrs. Al S. Dingle; Charles O. Busick, Jr., Chapter Vice-President; Harry G. Denton, National Director; and Clarence M. Wertz, Chapter President.

## "Bill Reid, Cuna's Head, Won Medals as a Runner and Played Church Organ"

*Editor's Note: Due to circumstances beyond his control, Mr. Reid was unable to write his column, which is read and enjoyed by many BRIDGE readers. We have therefore taken advantage of this opportunity to present some seldom published facts about him, written by his fellow member on the Executive Committee, Henry Claywell, Vice-President from the Southern District.*



William Reid is president of the world's largest credit union—New York Municipal—and also finds time to serve as head of the New York State Credit Union League, Inc., and Credit Union National Association. He is director of CUNA Mutual Insurance Society. He makes a living as tax collector of the City of New York. CUNA is no small-fry organization and consequently has no small-fry president.

NEAR THE END of August the tax collector of the City of New York caught a fast Pullman for Chicago, took a day coach to Madison, spent the Labor Day holidays in the Wisconsin capital sweating over credit union business, and then hopped a plane to get back to his Manhattan job of handling something like 650 million dollars of tax money a year.

This man is William Reid, hard-working, serious-minded able president of the Credit Union National Association, who was reelected in May by hearty acclamation of the 102 national directors.

Bill Reid is not a mountain in stature but he has a keen intellect and is an expert financier. He sports a sandy moustache, likes a good cigar. His blue eyes show a kind heart, but at times he can whip a sharp tongue if it is necessary in bitter debate.

Bill Reid was born in Scranton, Pennsylvania, and is the oldest of nine children, eight of whom are living. He received his education in the public schools of Scranton, where his mother still lives.

He took a great deal of interest in the affairs of the YMCA there, which he

joined when he was 16, and was particularly active in athletics, notably long distance running, anywhere from a mile up to 15 miles. He was somewhat successful, having won numerous cups and medals. As a youngster he played the organ in a Presbyterian church which his father was helpful in establishing in the suburban community in which the family resided.

Bill's father, being Scotch born, was very active in the Caledonian Club of Scranton and also was active in Masonic circles.

\* \* \*

### Goes to New York

Bill went to New York when he was about 22 and married a young lady who was born and raised in Brooklyn. Mrs. Reid's grandfather fought all through the Civil War, and her father, a man now about 80 years of age, has been considered for the past 30 years as the outstanding municipal accountant in the United States.

After being in New York about a year, Bill entered the service of the city through a civil service examination. That was about the middle of 1913. He started in as a junior bookkeeper and through open competition examinations has worked on up through the ranks. He was appointed head of the Bureau of City Collections on January 1, 1927, and was given the task of reorganizing, modernizing and mechanizing the various bureaus which, previous to that time, were required to handle the city's different taxes. They are now all contained in the one bureau and are considered the most modernly equipped tax offices in the United States.

The Reids have two children, the oldest of whom is married and has two boys of her own. The other is a son who is just 20 years of age and is finishing his third year in Columbia University where he is majoring in public accounting.

\* \* \*

### Heads Credit Union

Bill's first connection with the credit union movement was in 1920 when his superior in the comptroller's office, who was a member of the supervisory committee, assigned him to the task of auditing the Municipal Credit Union's books and related records. In 1925 he was elected to the board of directors and in 1929 was made first vice-president. During the latter part of that year, the president died and Bill succeeded to the presidency which he has held ever since.

Shortly after going to New York, Mr. Reid joined a branch of the Order of Scottish Clans, a fraternal organization to which Scots or descendants of Scots may belong. In 1923, he was elected national treasurer of that organization and has been reelected at each convention ever since.

Mr. Reid is also a member of the St. Andrews' Society of the State of New York, several credit unions, and a golf club. The latter, however, he very seldom sees, primarily because of credit union affairs which often take him out of the city over the week-end, which is about the only time he ordinarily gets a chance to knock the little white ball around.

## IF AT FIRST YOU DON'T SUCCEED

Jacksonville, Florida, Gets 1941

Meeting

SUCCESS crowned two years of strenuous effort on the part of Florida Credit Unionists, when CUNA's Executive Committee, meeting in Madison over Labor Day, voted to hold the 1941 annual meeting May 1 to 3 at Jacksonville, Florida.

Florida has waged a strong, never-ceasing fight for the meeting under the direction of her pioneer Credit Unionist, F. L. Andrews, and Henry Claywell, who ably represents the Southern district on the Executive Committee.

In 1939 Andrews and the Florida delegation brought to the New York meeting Commissioner Guy L. Simmons, who presented a carefully prepared brief, urging the selection of Jacksonville as CUNA's headquarters. When it was voted to stay in Madison, they urged the selection of the Southern beauty spot for the 1941 annual meeting, since CUNA's by-laws require the holding of the annual meeting in Madison, Wisconsin, every other year.

The 1940 meeting held in Madison last May heard Florida's invitation again. California also put in a strong bid.

As soon as the decision was known Henry Claywell, John A. Fuller, National Director from Georgia, and James R. DeLay, Managing Director of the Florida-Georgia Regional Credit Union Association dashed to the nearest telegraph office and burned the wires with the glad news.

Andrews immediately went into action and Jacksonville newspaper clippings indicate that 1941 delegates will get a real "visiting firemen's welcome."

\* \* \*

### Thrift Club Becomes County Credit Union

NEARLY two years ago members of Farm Bureau Advisory Councils in Wyandot County decided to pool their nickels and dimes and quarters at the meetings of their councils. A little later they formed a thrift club with which to handle these savings.

The savings grew and grew. By July, this year, they had pooled a total of almost \$700.00, and it was decided shortly thereafter to organize a county Farm Bureau Credit Union.

Members of the thrift club met in the Wyandot Farm Bureau Hall in Upper Sandusky, on July 8. A resolution to form the credit union was adopted, the application was read, and the necessary elections were held to complete the application.

Incorporators of the new credit union are: Ralph Brown, Edwin Gottfried, Roland Camcost, E. C. Grossman, Clarence Young, Fred J. Lusch, U. A. McBeth, and L. O. Pratt. Directors met July 13 and elected the following officers: Mr. Brown, president; Myron Case, vice president; Herman Ballmer, secretary; and J. C. Cross, treasurer. Mrs. Edwin Gottfried was elected agent. Other directors, elected at the preceding meeting, are: Violet Culver, Richard Bare, and Mr. Lusch.

The new Wyandot County Farm Bureau Credit Union brings the total of county Farm Bureau credit unions in Ohio up to 17.

—Ohio Farm Bureau News

# CUNA IN THE FIELD

By CLIFFORD O. SKORSTAD  
Western Field Representative



Clifford O. Skorstad

THE Kansas-Nebraska Regional Credit Union Association has been completed, and a managing director was employed beginning July first on a full-time basis. Mr. James M. Barry of Buffalo,

New York, who was the treasurer of the Depew Teachers Federal Credit Union, is the new managing director. In addition to his long experience in actual management of a credit union, he was active in the Chapter program, assisted in the organization of many new credit unions, and helped materially in the educational work conducted by the Buffalo Chapter. Mr. Barry's fine record in the Buffalo Chapter indicates that the directors of the regional association made a wise choice.

## Planned Program

After spending a few days at headquarters in Madison and a day in the Illinois League office, Mr. Barry left for Kansas. Mr. Doig accompanied him on his trip and introduced him to some of the League directors of both Nebraska and Kansas. A planned program was carried out, and Mr. Barry spent the month of July and part of August in Kansas, becoming acquainted with the leaders in that state, servicing credit unions, and organizing some as he went along. He then worked with me in Nebraska during the balance of August, and we both left to attend the executive meeting of CUNA and its affiliates at Madison August 30 to September 4. Mr. Barry and I also attended the regional conference of managing directors held at Lake Sylvia, Minnesota, September 6 and 7.

The credit unions in both Kansas and Nebraska are happy and proud in the knowledge that they now have a managing director in the field. It is very noticeable that the credit union leaders in both states are more than willing to put forth extra effort in helping their managing director accomplish the major objectives of the association. These states will now see a marked improvement in state league activities and credit union

operating practices, as well as the use of CUNA services.

Jim Barry and I will be working in Kansas the balance of September, attending Chapter meetings and directors' meetings, organizing credit unions, and servicing new groups which have been organized this year. Jim, with his fine personality and background of practical experience, will shortly become an outstanding managing director.

a large group drove nearly 100 miles to hear Mr. Doig address the Chapter. As South Dakota is not an industrial state, many of the credit unions to be organized there will serve teachers, members of farm organizations, and parishes. Many of the key people of these groups have been contacted, with the result that the number of credit unions in South Dakota should double during the next year.

## Farmers Want Credit Unions

As previously noted in these columns, many of our farm organizations are tremendously interested in the development of credit unions to serve their memberships. Some of these credit unions have been operating for only two years but have made remarkable records. The economic and social value of the credit union has now become so apparent as to stimulate intense desire on the part of the membership for credit union services. Action, therefore, becomes necessary.

One credit union in North Dakota which serves farmers has accumulated assets of \$20,000 in two years' time, with its capital constantly increasing. Bulletins, educational meetings, and personal contacts have made this possible. Another group, which has been operating for only fifteen months, serving farmers living in an area hard hit by the depression, has acquired capital of \$4,000. The credit union is taking hold where it is badly needed.

The question frequently arises—"How are we going to get our capital? Everyone is hard up." But the proof of the pudding is in the eating, and the money can be secured if proper efforts are exerted.

I plan to attend the annual meeting of the Farmers' Union in North Dakota early in October, and will spend the rest of the month working in that state. A series of district meetings is being planned which will enable me to service existing credit unions and organize more new groups in each district. Our experience nationally with credit unions in the rural areas indicates a real demand, and facts prove our contention that farmers will cooperate in the management of their own money. Facts likewise prove that the farmer buys a lot of merchandise on the installment plan, and in this field the credit union will prove its worth.

# What About It?

Readers are invited to Submit Questions on any Credit Union Problems and also to give us your frank reaction on the answers, whether you agree or disagree with the Editor.

By TOM DOIG

## From Ohio

### Subject: Conscription

**FIRST QUESTION:** We have given some little thought as to the possibility of some of our members being called into the government service and what would be done with these loans while the boys were away. What is your attitude toward this subject?

**ANSWER:** This question is natural and is causing much agitation and concern among credit union officers in all parts of the country. The matter was brought before the Board of Directors of the CUNA Mutual Society at its recent meeting with the suggestion that a drastic "War Clause" be written into all CUNA Mutual Policies and Contracts. Fortunately the CUNA Mutual Board decided to postpone any action in that direction.

Many hurried and unconsidered answers to this question are being formulated. There is no army marching in the United States. This nation is still at peace with all the world. There is no "Front." God grant that we may remain at peace and that there may be no "Front." One sure way of getting into a war is to constantly think, speak, and act as though we were already at war. Let's think, speak, and act naturally. **WE ARE NOT AT WAR.**

One credit union board has decided they will make no more loans to men between the ages of twenty-one and thirty-one for fear these men may be conscripted. As these words are being written the conscription measure is still being debated in the halls of Congress. Who knows if, or in what form, it will pass. Who knows whether it will confine itself to men between the ages of twenty-one to thirty-one. Seems to me I heard something about twenty-one to forty-five and also twenty-one to sixty. We cannot wisely make rules governing conditions which do not yet exist. The conscription measure has not yet become law. Let's wait till it is law.

If finally passed will this proposed legislation conscript all men between certain ages? Will it conscript married men in times of peace?

Let's try and restrain ourselves. Let's abstain from hurried decisions. If a measure finally passes Congress which conscripts only single men between the ages of twenty-one and thirty-one, what percentage of your members would that affect?

The CUNA Mutual Society insures the lives of possibly one-third of all our Credit Union borrowers. Some actuaries claim the average age of these borrowers is about

forty years. If that is so, and since thousands of our borrowers are women, the percentage of our borrowers who are single men between the ages of twenty-one and thirty-one must be small indeed.

One credit union has ruled that in case of conscription of borrowing members the balance of these members' loans will be withheld from the conscripted member's last pay check. The gray-beards on this Board of Directors want their "pound of flesh" even from the man who is giving his all to protect America's wealth. It must be that these borrowers have very small loans. I wish all I owe to a credit union could be taken out of one pay check. I'd pay all my debts next payday.

Let's be sensible. We are not at war. The conscription bill has not yet passed at this writing. When and if it passes let's read it over carefully. Then let's figure out just what percentage of our members it will disturb. I believe the percentage will be very small. If loans to conscripts are so small they could be collected out of the last weekly or semi-monthly pay check it is probable that these loans could comfortably be repaid out of the monthly wage Uncle Sam pays his heroes.

Let's remember that if this peacetime conscription measure passes it only means that some of the members of each credit union are going into training for one year and will be back at the end of the year. Isn't there some talk about the government's forcing the reemployment of these possible conscripts on their return? Is there some reason to believe a man becomes dishonest because he is conscripted? Is your son one of these possible conscripts? Will he become dishonest?

"Fondly do we hope—fervently do we pray—that this mighty scourge of war may speedily pass away."

Yet, should war continue until this nation, too, must bear its sword,—should it so be that the blood of American youth must again be spilled,—may it never be said that we were so niggardly, that we were so profit-minded, that we demanded the last farthing of payment from those who went forth to protect our families, our homes, and our wealth.

## From Kansas

### Subject: Directors Negating Loans

**SECOND QUESTION:** We have often discussed at our board meetings the question of whether or not the Board of Directors could refuse a loan that had been passed by the credit committee inasmuch as they have au-

thority to approve a loan turned down by the credit committee. Section D of article 5 of our By-Laws under Duties of Board of Directors written as follows:

"To fix the maximum number of shares which may be held by and the maximum amount which may be loaned to any one member at any one time. To declare dividends and recommend amendments to the by-laws."

The chairman of our Supervisory Committee interprets this to mean that the Board could set the limit for any one particular member at any time to nothing, which would DENY HIM ANY LOAN REGARDLESS OF THE ACTION OF THE CREDIT COMMITTEE.

We had always taken this to mean that the Board would set the general policy, which in our case has been a limit of \$1,000.00.

**ANSWER:** The Credit Committee is elected by the members and is responsible to the members. It is not responsible to the Board of Directors. If the Credit Committee approves a loan, it is my belief that the loan should be made. It is, as you say, the business of the Board of Directors to fix the maximum loan which may be made to any one member. It is not the business of the Board of Directors to review the acts of the Credit Committee. After the Credit Committee approves the loan, the application should go to the treasurer and the loan should be made. There is no opportunity really, then, for the Board to review the action of the Credit Committee.

## From Maryland

### Subject: Repeating Loans

**THIRD QUESTION:** As chairman of our Credit Union's Supervisory Committee, I have questioned the practice of repeated and frequent loans made in each case before previous loans are repaid. I am showing below the record of one of our borrowers as an example of what I have in mind.

Date of Loans	Loans Granted	Less Amount Deducted for Balance Due at Time Obtained	Net Cash Obtained
Oct. 8, 1935	\$ 50.00		\$ 50.00
Dec. 13, 1935	84.00	\$ 32.00	52.00
June 26, 1936	80.00	30.00	50.00
Oct. 29, 1936	110.00	44.00	66.00
Apr. 30, 1937	92.00	35.00	57.00
Dec. 3, 1937	50.00	2.00	50.00
Jan. 28, 1938	110.00	35.00	75.00
Oct. 21, 1938	100.00	40.00	60.00
Jan. 15, 1939	110.00	56.00	54.00
Mar. 31, 1939	100.00	66.00	34.00
June 16, 1939	61.00	50.00	11.00
Aug. 4, 1939	150.00	36.00	114.00
Nov. 3, 1939	145.00	90.00	55.00
Dec. 22, 1939	150.00	115.00	35.00
Mar. 1, 1940	162.00	90.00	60.00
Mar. 22, 1940	210.00	150.00	60.00
May 10, 1940	216.00	174.00	42.00

From the above you will note that this man's financial condition seems to become worse as time goes on. In one month he obtained two loans. As time goes on his average

## What About It?

indebtedness is increasing. Regardless of the circumstances in this case, it seems that the Credit Union, and especially the Credit Committee, have a moral responsibility in granting these loans. The President, and, in general, most of the officers are inclined to agree with me that this practice is undesirable. On the other hand, there is also a feeling among some of the members that "they are not their brother's keeper." Since the Credit Union is more than just a business enterprise and therefore has more of a personal element about it, I believe we should counsel a borrower such as this and see if there is not some way in which he can be straightened out. It may be that he has a weakness for buying things beyond his income level. Also, from a strictly business standpoint, bearing only the safety of the Credit Union in mind, it would seem that this practice should be discouraged since this man's financial condition must continually be such that should he die or lose his job there is practically no chance of his repaying the loans. Of course, the cosigners would have to make good, but a condition where many of these cases exist brings down the average chance of our collecting on such loans, bearing in mind that cosigners may also become unable to pay.

I should appreciate your opinion on cases such as this one.

ANSWER: I have looked your letter over very carefully and studied the record of loans granted to the individual borrower mentioned and it does seem to me he is borrowing very, very frequently. It occurred to me that possibly instead of granting a \$50.00 loan in the first place, he should have had a loan of \$200 or \$300 in order to straighten out some of this then outstanding indebtedness.

We must keep in mind in the credit union that oftentimes the borrower comes to the credit union first with a demand for a small loan in order to establish his own credit and to get acquainted with the functions of the credit union. Then, as time goes on and he likes the way the credit union does business, he comes back with more and more of his outstanding indebtedness to be taken up by the credit union. We must also keep in mind that for the past two generations the firms in America have hired the best men that money can buy to persuade you and me to spend next year's salary this year and most of us have done it. Ninety per cent of the American people are in debt. We have been taught to live on the instalment plan. The credit union cannot change these habits which we have acquired in a short period of time.

You did not mention in your letter what the salary was of the individual whose loan record you sent to me. It seems to me that any man earning a salary of even \$1,000 a year can afford to be in debt without much difficulty for \$500.00. We must remember in the credit union movement that we are taking over the business of financing our members in upholding the standard of living to which they are accustomed. I do not believe that the credit committee should be, or be held, morally

responsible for the actions of members of the credit union. I do not think it is the duty of the credit committee to tell me, if I wish to borrow money, how much I should spend or shouldn't spend. It seems to me I am the best judge of that so long as it is within my means. We must remember that if we in the credit union do not make this loan which the man needs, then some financial concern will finance the object he wishes to buy, and they certainly will not worry so long as he is able to make his payments in accordance with the stipulated plans. It is not as though we had a monopoly on this business. We do not have a monopoly, and we cannot dictate what the lives of our members shall be.

I remember one time visiting with the chairman of the Credit Committee of a large credit union who came to me with a loan application. He told me that this loan application had been presented to the credit committee, and he showed me the application. He asked me what I would have done had I been a member of the credit committee and this application presented to it. The proposed borrower wanted \$450.00 to use in the purchase of a \$750.00 automobile. The proposed borrower was single, living at home, and earning a salary of \$35.00 a week. I told the member of the credit committee who presented the application to me that I would want to have more information about the borrower before I made a decision, and before our conversation got any further, the treasurer asked me to go away and I did not get back to visit with the credit committee member. The treasurer told me however when I left, that this member of the credit committee had refused to grant the loan of \$450.00 to the young man desiring it. As a result, the young man went the next day to an automobile finance company to obtain the \$450.00 and bought the car. The member of the credit committee stated that his reason for not making the loan was that an individual earning \$35.00 a week should not go so deeply in debt. The treasurer told me that just one year before this same member of the credit committee had come to the credit union and had borrowed from it, \$450.00 to buy the same kind of a car that the proposed borrower wanted to buy in this case. He told me that the member of the credit committee had a wife and two children and earned the same salary as the man whose loan he refused. In other words, he had much more financial responsibility than the young man to whom he refused the loan. Yet, when he was the one desiring the loan, his attitude was entirely different.

I do not think we should set ourselves up as judges of our brothers simply because we are members of a credit committee. I think that is one way to stifle the business of a credit union. Let's remember we're in business to make loans. We can't make loans if we are going to try to tell the people how they shall live. I do not mean by this that we should make loans indiscriminately, but it seems to me

in the case set forth in your letter that the loans made originally were altogether too small and possibly the man needed much more money than he was originally given and therefore kept coming back to get it. I do not think that the total amount he now owes the credit union is anything to worry about even if he receives a salary of only \$600.00 a year. I cannot understand why it is we cannot get credit union people to understand that we are in business to make loans and that unless we make loans we cannot hope to solve the credit problems of our people. We just cannot change their lives overnight. If we could, I do not believe it would be wise, as it would result in a terrible depression in the United States if we tried to readjust our entire credit structure in a very brief time.

### From Pennsylvania Subject: Loans to Directors' Wives

FOURTH QUESTION: We are a new Federal Credit Union just five weeks old. A question has arisen which I feel is not new to you as it has no doubt come up many times previously.

Thus we are asking your advice on our problem. A member, who is the wife of a director has applied for a small loan (\$25.00). The Credit Committee approved the loan. Then on the advice of an outsider rejected the loan and took the matter up with the directors.

The Federal by-laws are explicit regarding officers, but do not mention the families of the officers.

Some of us believe that clause in the by-laws applies to wives as well as other members of a director's family who are not wage earners.

While some of us believe the wife who became a member of the Credit Union in good faith, is deprived of its services because her husband was elected to the Board.

She therefore becomes a member in name only, holding one or more shares, and of no use to the Credit Union, which likewise is of no use to her.

ANSWER: The Federal by-laws provide that no officer or director or committee member of a credit union may borrow from the credit union beyond his own holding in it. In other words he may not borrow more than he has in his own share account. The wife of an officer of a credit union may borrow if she has a separate income from that of her husband. However, if she is dependent on the husband's income, then if she borrows, it is just the same as if he borrowed, and that is not permitted. A wife who does have a separate income is a member of the credit union in her own right and therefore would be extended the privilege of borrowing from the credit union. It is only when she is dependent on her husband that she is denied the privilege of borrowing. I think you will understand with me that it would merely be an invasion if the wife and husband are both dependent on his salary to permit the wife

## What About It

to borrow when the law provides that the husband may not.

### From Alabama Subject: Termination of Membership

**FIFTH QUESTION:** Our constitution allows members to retain membership after retiring from employment on a pension. One such member, recently retired, is gainfully employed in another position. Should this member be allowed (1) to retain membership; (2) to continue saving (there is reason to believe he intends to save in fairly large amounts) which he is able to do as he is receiving superannuation plus the wage of his new position?

To make a rule forbidding saving after retirement may prove unfair to those who are only able to save in small amounts.

As we insure shares, is it fair to CUNA to accept a greater insurance risk after age 65?

In the meantime our directors have left me free to use my discretion in accepting savings such as this.

**ANSWER:** 1. The retired person should be permitted to retain his membership.

2. He should be permitted to save all he can. Do not be concerned about the CUNA Mutual Society. The Board of Directors of the CUNA Mutual Society has already protected the Society against old-age savings by providing in the Share Insurance Contract that the Society will pay only twenty-five per cent of shares accumulated after age 65 while charging the full premium. This makes the Society perfectly safe.

### From Missouri Subject: Overruling Credit Committee

**SIXTH QUESTION:** Recently our Board of Directors saw fit to reject a loan application that had already been approved by the Credit Committee. Did our Board have this authority?

**ANSWER:** It is my opinion that your Board acted without proper authority in this case.

Section 10 of the Missouri Credit Union Law provides that the Credit Committee shall act on all loan applications. I can find no clause in the Law which gives the Board power to reverse the decision of the Credit Committee unless a loan applicant of the credit union appeals to the Board from a decision of the credit committee.

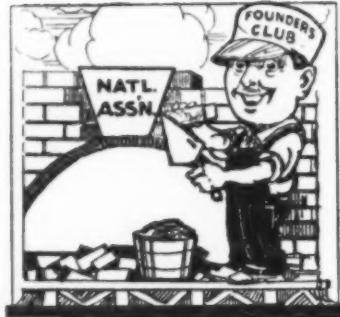
Section 5 of Article 4 of the Standard Missouri By-Laws provides: "If at any time the Board of Directors shall deem any loan unsafe, they may require additional security; and if additional security is not furnished, they may declare the loan due and take action to collect it."

This clause gives the Board authority to take certain steps to either make an existing loan more safe or collect it. It still does not give authority for the Board to stop a loan approved by the Credit Committee.

\* \* \*

**Undertaker:** "Are you one of the mourners?"

**Scotty:** "I am, sir. The corpse owed me ten dollars."



## FOUNDERS' CLUB

score. Every now and then someone identified with the high rate lenders writes an article about the small loan business and they always eliminate the credit union from serious consideration by the charge that the credit unions will never be numerous enough to reach all the people.

In Madison, a city of 70,000, we have 53 credit unions with close to 10,000 members and we have by no means reached the saturation point. There are at least a hundred million people in the United States who would be happier with credit union service. It is our biggest job to bring it to them.

Between the last report and August 27 we added four new members as follows: W. R. Wilson, who becomes No. 537, who hails from St. Louis and is a member of the General Isco Credit Union. No. 538 has been assigned to E. A. Berlekamp of Tiffin, Ohio, a member of the Stansanco Tiffin Works Credit Union. Next comes T. Roy Hoover, No. 539 of the Argentine Santa Fe Credit Union of Kansas City, Kansas. Finally, we have No. 540, George E. Wilkinson, of Charlotte, N. C., a member of the Duke Employees Credit Union.

We hope every Founders' Club member will add at least a half dozen new credit unions or so this winter.

Cordially,

Founder.



### ON THE AIR

JAMES M. BARRY, Managing Director  
Kansas-Nebraska Regional Credit Union Association

**BEHIND THE HEADLINES**, a radio program sponsored by the Commercial National Bank of Kansas City, Kansas, had as its guest on July 30 James M. Barry, Managing Director of the Kansas-Nebraska Regional Credit Union Association. Barry was interviewed by Olaf Soward over station KCKN. The purpose of the interview was to explain that

credit unions do not compete with banks and that they are organized to serve the approximately 85% of the population who do not have normal banking facilities. KCKN is owned by the Kansas City Kansan, a daily newspaper. The Kansas Credit Union serves employees of both organizations. Ed Schowalter, who is doing an outstanding job as State chairman of the Kansas Filene Memorial Campaign is Vice-President of the Kansan Credit Union.

\* \* \*

### FAIR FACTS

Flee From Fraudulent Fellows Feigning Furtherance of Fortune in Form of Friends who would Fain Furnish Funds (For "Fair" Fees); For they are Fiends, not Friends, and should be Foiled by Failing to Fraternize with them. Frequently their Familiarity Forthwith Flickers and Fluctuates to Fury. It Follows that their Fidelity is Fallow.

Favor, Forward and Foster the FCA Credit Union, Founded For your Favorable Functions; a Fortification For your Fortune and Fraught Full of Fidelity. Fasten on this Fact when you Feel the Fateful Fascination to Find Funds. Feel Free to Fructify your Financial Footing For the FCA Credit Union will Fill your Fancy with a Flourish!—Maxwell Higginbotham in the "Houston Banker."

# OUTSIDE FRIENDS OF THE CREDIT UNION

By JAMES W. BROWN



JAMES W. BROWN

ONE of the most pleasing features of the credit union as an organization is its many friends and well-wishers on the outside. We find many interested employers who are giving the credit unions in their plants the best kind of support and cooperation. In the ranks of auditors, examiners, state, and government officials we have many friends who have been extremely courteous and patient in interpreting the state and federal laws to inexperienced credit union officers. Also civic leaders, college professors, preachers, and editors have, with few exceptions, given us high praise and encouragement.

It is well for us to analyze the reason for this good will and to reflect on the real value of this tremendous asset.

Why has the credit union made such a favorable impression on these shrewd, intelligent leaders in business and economic thought?

I believe the answer in brief is that most of these people see the credit union bringing about economic betterment. Not preaching the theory of mutual help, not promising that it will be brought about after some other organization is torn down or replaced, but actually putting the ideals of service into practice from the minute the charter is granted. It is undoubtedly this practical idealism introduced by Mr. Filene and the pioneers and now carried out by our present zealous officers that has made us these valuable friendships.

## Success Brings Danger

In the sudden flush of a quick financial success, however, it is sometimes easy to forget this important fact. The credit union can so quickly develop into a successful business and dividend payer that it unfailingly attracts members looking for a profitable investment. Naturally such members will think largely of financial returns. In spite of the restrictions of the credit union laws, the safeguards of credit and supervisory committees and state and federal auditors, you will hear one of these shrewd investors admonishing the patient treasurer—"Now remember, you are like the president of a bank. Your first duty is to protect your depositor's money. We want you to be very careful and not make any doubtful loans, but at the same time make enough profits to keep up the 6% dividend rate. Because after all that is why we put our money into the credit union. You can talk about ideals all you want to, but your big shareholders are in it for the dividends."

## Good Leadership Will Prevail

Luckily our leadership is still 90% idealists or such a straight, cold-blooded busi-

ness viewpoint could easily wreck an organization with the set-up of the credit union. In fact this is the common history of organizations and even commercial concerns. The lofty spirit of unselfish service or producing a superior product as held by the pioneers wins a strong public support. As the organization grows older and increases in wealth, the desire for profit predominates and the hard-boiled type gain control. The service is cut down or the product cheapened for greater profits. Public confidence is lost and we soon have the same old result—killing the goose that laid the golden eggs.

## Little Fellow First

To realize how sensitive our supporters are to trends in the credit union, a big executive in a company approached a credit union officer a few months ago with these remarks:

"Our company has helped and cooperated with your credit union in every way. But we are amazed at your tremendous growth. We never dreamed you would grow so big. We thought you were organized just to relieve distress and take care of provident loans. With all your money out, you must be making a large number of straight commercial loans. Are you still taking care of the little fellows?"

The treasurer of the credit union was glad to be in a position to reply: "We have grown fast because our members come to us for all types of loans. But distress loans, the same as when we first organized, always have the right of way. A borrower needing \$25 receives the same treatment as the borrower desiring \$500. *He does not pay any higher rate of interest and is not discriminated against in any way.*"

In answer to a question "Shall We Have Multiple Interest Rates?" Claude Orchard in a credit union bulletin expresses a similar attitude. He warns that discrimination against the small borrower and credit unions dominated by the chief thought of making more money to pay good dividends is taking the first step towards becoming a finance and investment company with profit rather than usefulness as its primary objective. The credit union has a grand work to do. We should see that it is done in a whole-hearted manner in the spirit of group helpfulness for which it has become so widely known.

The last is very important. We have a reputation to live up to and we cannot afford to forfeit any outside friendships, easily worth many thousands of dollars to the credit union movement.

Keenan Credit Union, Albany, Georgia, claims first place among the small groups for service rendered. The company's 40 employees have used their credit union to build a savings fund of \$5,000. Loan service to members is commensurate.

# BETWEEN YOU AND ME

THIS IS THE LAST time this column will appear in the BRIDGE.

It was Ralph Long's personal column. Now that he is dead there is no one left to write it. I have been pinch-hitting for him because I knew him well and, like all of us who knew him and knowing him, loved him, I had been hoping against hope for his recovery. He has left us. His column will be discontinued.

The passing of Ralph Long has caused more serious thinking in the credit union movement these past few weeks than has any other single circumstance since the death of Edward A. Filene.

Just why is that?

Ralph's friends will all have a different answer to that question because Ralph combined so many extraordinary elements of value. Personally I do not think of Ralph primarily in terms of credit union accomplishment in spite of the fact that his achievements for us and with us were prodigious. I recall my first visit to Decatur fourteen or fifteen years ago. I had received a letter from an officer of a B of R C Lodge who was interested in the credit union. Ralph's wife met me at the Station and took me to the freight office where the meeting was held. That was a great day in the history of the credit union movement, for Ralph Long then and there enlisted; from that day to the day of his death he lived and breathed the credit union. When, ten years later, I returned to Decatur for the tenth anniversary of the organization of this first Decatur credit union, over three thousand credit union members from that vicinity attended the meeting.

Ralph not only organized credit unions in Decatur and the Chapter which served his area; he attended the Estes Park meeting when CUNA was born; he became a Director of the Illinois League and finally its President. He was on the National Board. We used his fine talents and harnessed them to innumerable jobs. He edited this publication. He was truly of our great men and it would be impossible to evaluate accurately the vast worth of his life in credit union service.

I doubt, however, that practical accomplishment, measured by credit unions and chapters, by leagues and by the National Association, is the true measure of Ralph's life. We have many builders and, as time passes, we shall be constantly enlisting new leaders. We shall take up the torch from Ralph and carry it forward.

But—shall we develop capacity to think always as he did? Can we grasp his spiritual concepts? For Ralph had spiritual concepts. Possibly because of his physical infirmities he laid strong hold on spiritual strength. He didn't let life, which had so sorely afflicted him in his youth, lick him. He licked life. He triumphed over physical weakness by sheer spiritual power. The net result was a clearer vision than the average of us have; Ralph could see the credit union in relationship to life. Many times we have talked over the possibilities of service for the masses of the people con-

(Continued on page 232)

# Midwestern Directors Meet



Doc Solem greets early risers

FIFTY-SEVEN persons attended the district conference of CUNA's Midwestern Vice-Presidential area at Doc Solem's Camp Owanka, on Lake Sylvia, Minnesota, September 7 and 8. Seventeen came from Minnesota, 13 from Missouri, 10 from Iowa, 5 from Nebraska, 3 from South Dakota, 2 from North Dakota, and seven from miscellaneous other states.

The BRIDGE correspondent reports that this meeting provided an excellent opportunity not only for the exchanging of valuable information but also for meeting and learning to understand the people who are associated together in Credit Union work. He states it was helpful in spreading some of the spirit which permeates the more successful Credit Union leagues. He further states that these meetings besides having educational and social values, are helpful in maintaining the democratic nature of our movement.

Since we strive to function in a democratic manner it is just as important for us to have an informed electorate as it is for a political democracy.

The participants share this view and decided to continue the practice of holding periodical meetings.

A large part of the meeting was devoted to reports of the recent board meetings at Madison. Mr. Ben Hillebrandt, CUNA's Vice-President in this district and chairman of the conference, reported on CUNA's Executive Committee meeting. Mr. Geo. F. Feller reported on the CUNA Mutual Insurance Society and Mr. Leo Maynard, member of CUNA's Executive Committee and also President of the CUNA Supply Cooperative, reported on that board meeting as did Geo. Jacobson and C. O. Alexander, who are also on the supply board.

Several resolutions and recommendations were adopted. They are as follows:

1. A staff representative of CUNA should be present at future meetings.

2. Steps should be taken to effect control of CUNA Mutual Insurance Society even to the extent of reorganizing as a stock company under the most favorable law.

3. No member of CUNA's board or of the boards of the affiliates should receive any compensation from those boards.

Mr. Henry Unken and L. A. Pinkney made outstanding speeches in regard to the Filene Memorial. Much consideration and discussion was given to more educational work and chapter programs.

It was not all hard work and no play, however, for time out was taken for a welcome by Chief Salami (Doc Solem) and his retinue (Mrs. Herb Vetter and Mrs. Nap Pelletier). Chief Salami was dressed in full Indian regalia and puffed a big black cigar. The chief was first saluted a la Nazi and a la Bronx. Then he and his braves welcomed the group to Camp Owanka. Before the genial Doc's fake Indian accent broke down he remarked, "Economic independence, de Credit Union, he got it, he give it to you."

Mrs. R. O. Blakely added to the welcome with a novel paper sale. Hy Flowers awed the group with mystifying feats, including corn-stalks and ladders made of paper, magic multiplication of sponges, and quicker-than-the-eye card tricks.

## Managing Directors' Conference

The district conference was preceded by a meeting of managing directors in the same district. It was the fourth conference of this type called by CUNA's Educational Director, J. Orrin Shipe. Other conferences have been held in Boston, Philadelphia, and Atlanta. The meeting was one of the most successful held. It was marked by comprehensive discussion and constructive suggestions.

On Friday evening both groups had a joint session and heard W. P. Mallard of the Credit Union Section explain a supervisory committee training plan.

## BETWEEN YOU AND ME

(Continued from page 231)

tained in the credit union. Ralph could see the day after tomorrow, the inevitable coming of a universal credit union service which would have beauty and strength and power far beyond our fondest average imaginings. And Ralph strove mightily to make these dreams come true, so far as they can come true in our own generation.

At the passing of such a man there will be regret; we shall miss him from our councils. But there must also be a commensurate measure of joy. Ralph gave us something to be proud of; he lifted us up out of ourselves. He created something which, living after him, assures his immortality.

A couple of months ago, when we were all hoping against hope for Ralph's recovery, I spoke in this column of a little village I have long dreamed of where might be gathered the choice souls I have met and I said that I would have Ralph Long for next-door neighbor, if I could, on the sunniest side of the sunniest street of this village of dreams. Perhaps that's the way it is.

## FOR SUGGESTED READING

"*What We Ought to Know About Credit Unions*," by Anthony Lehner, Department of Education, Pennsylvania Farm Bureau Cooperative Association, Harrisburg, Pennsylvania. Obtainable for \$0.07 a copy from CUNA Educational Services, CUNA, Madison, Wisconsin.

Here is a pamphlet which fills a long-felt need. It is written by a man who knows what credit unions are, how they operate, and what they can do to help people to help themselves. He writes with the intimate knowledge of an active credit union member, and the observations he made while connected with the Indiana Farm Bureau, which was one of the first farmer organizations to realize that credit unions are ideally geared to serve the farmer, and now has 45 credit unions with a membership of over 5,650.

In answer to the question, Can Credit Unions operate successfully among Farm Supply Cooperatives?, Lehner not only brings out all the pros and cons but cites concrete examples and figures to substantiate his definite statement, "*Credit Unions among farmers can and do function successfully whenever we really want to make them function*."

The writer of "*What We Ought to Know About Credit Unions*" strongly recommends that Credit Unions should (1) Set aside a portion of their earnings and allocate them to an educational fund which should be used to acquaint the members and others thoroughly with the services and benefits of their Credit Union, to explain to them how it operates and to make them understand they share in the responsibility of managing it. (2) Credit Unions should affiliate with their State League and the Credit Union National Association.

This pamphlet, although written particularly for rural cooperative groups, contains much information which will profit everyone to read. It will, however, be especially useful to rural groups which need credit union service just as badly as the urban industrial worker.

\* \* \*

## GOOD MEMORY RULES

Forget each kindness that you do as soon as you have done it;  
Forget the praise that falls to you the moment you have won it;  
Forget the slander that you hear before you can repeat it;  
Forget each slight, each spite, each sneer, wherever you may meet it.  
Remember every kindness done to you whate'er it measure;  
Remember praise by others won and pass it on with pleasure;  
Remember every promise made and keep it to the letter;  
Remember those who lend you aid and be a grateful debtor;  
Remember all the happiness that comes your way in living;  
Forget each worry and distress, be hopeful and forgiving;  
Remember good, remember truth, remember Heaven's above you;  
And you will find, through age and youth, that many hearts will love you.



## Roy F. Bergengren



R. F.  
BERGENGREN

**W**E HAVE just come through six days and five nights of meetings. The CUNA Mutual Board met on August 30 and 31, one night straight through until three the next morning. The Executive Committee then took over and met all day and most of the night on September 1 and 2, giving way to the CUNA Supply Board which convened on September 3, and, after a night session on the 3rd was able to adjourn the afternoon of the 4th.

These were highly important meetings.

In the midst of one of them I got to thinking about Edward A. Filene and what his probable reaction would be to what we have been doing since his death. The CUNA Mutual Board was in session all round about me. There had been some good, tough debates. There are no "yes-yes" men on any of these boards. We have learned how to disagree and, while the debates are hot at times, how to battle them through to some sort of an agreement. As I looked up and down the table about which we were meeting I thought of the beginning of the Society, of the money we borrowed, of the experimental work we did, of our struggles and our hopes and our many fears. That was five short years ago and here we are, growing more rapidly than any other insurance company in the United States. Our first claim of forty dollars has grown until we have paid claims now close to three quarters of a million. Our debts have long since been paid and it seemed to me, as I looked about the Board and listened to the debate, that we had grown in our power to develop and manage an Insurance Company all out of proportion to the phenomenal growth of the Society itself. I felt an assurance of the future, an increasing confidence of our capacity to carry on. I think Edward A. Filene would be thrilled by the progress of the CUNA Mutual Society and proud of our Board and of the way it functions.

So with the Executive Committee. Our problems are getting complex; we have a very important responsibility in the credit union and increasingly we are learning how to handle it. The old problem of incorporation was settled. We agreed on the Filene Memorial Trust and elected three very outstanding men to administer it. We got closer and closer to the details of operation and had crowded sessions of great value to the credit union movement.

It wasn't long ago that the CUNA Supply was left pretty much to management. But there again we have grown up and we have a strong Board which is functioning most effectively. One of our

National Board members, Charles W. McKeever, of New Jersey, had made a very valuable examination of our operating practices, and, while there was some difference of opinion as to some parts of it on the part of Management, the whole matter of the way and manner of conducting the CUNA Supply was thoroughly discussed and right decisions made as to the future progress of the study.

I felt, after the meetings, that all's well with the credit union and that CUNA is growing in dignity and power and capacity to manage important and growing affairs. Edward A. Filene would have been well pleased at the end of these three sessions. Possibly a few miscellaneous observations may be in order.

### The Filene Memorial Trustees

The Executive Committee elected as the Three Filene Memorial Trustees William Reid of New York, Joseph Rothschild of Madison, Wisconsin, and Willard King of Chicago. Mr. Reid, our National President, needs no introduction. Possibly you may not know that Bill's credit union, which serves city employees of New York, is now passing five million dollars of assets. His administration of CUNA will go down in our history as a period of splendid constructive effort under strong and very able leadership. Joe Rothschild is one of the leading business men of Madison and, what is more important, an outstanding leader in all matters of social betterment. He is President of the Madison and Wisconsin Foundation, manager of a very large business which has a credit union of which he is a member. He was extremely valuable in the campaign which led up to the acquisition of the Malt House property and contributed to the \$16,000 we had to raise for that purpose. A friend of Mr. Filene's, he brings to the administration of the Trust talents of a very high order. Willard King is one of the recognized leaders of the Chicago bar. I first met him many years ago when we were looking for someone to help us secure the enactment of a credit union law for Illinois. Since that time Willard has always been helping us with the credit union movement. His services to the Illinois League have been extraordinary, and, keeping in touch with us in spite of the exactions of an extremely busy life, he knows the credit union, was well acquainted with Mr. Filene, understands sympathetically what we have in mind, and will also bring great strength to the Board.

This is indeed a Board to reflect great credit on the movement. Lucky indeed are we that we have such men who will respond to such a call to service.

### Incorporation

We have applied for incorporation under the very favorable laws of the State of New York. As Nat Helman, who did the work involved in an extremely able manner, noted, this law seems ideally adapted to our purposes. This problem may be classified as among the things done. Hats off to Nat Helman! We are deeply indebted to him.

### The Next Meetings

The next meeting of the Executive Committee will be held at Los Angeles on February 8 and 9, 1941, and the next Annual Meeting will be held at Jacksonville, Florida, on May 1, 2, and 3.

### CANADA

We were delighted to have applications at this meeting for membership in CUNA from the British Columbia Credit Union League and the Nova Scotia Credit Union League, both of which were granted. We also were very happy to admit to membership the Pender Credit Union of St. John, New Brunswick. The Credit Union National Association now consists of 45 State Leagues organized in the United States and two Provincial Leagues organized in Canada, a total of 47. We also received some applications from States in which there are no Leagues which were passed on favorably. We are very glad indeed to have credit unions in the few States which as yet are not large enough for Leagues (from a credit union organization point of view) join up individually. This group includes the following credit unions which are most welcome additions to CUNA:

The Wytel Credit Union of Cheyenne, Wyoming.

The Farm Bureau Cooperative Federal Credit Union of Laramie, Wyoming.

The Lea County Magnolia Employees Federal Credit Union of Lovington, N. M.

The Edge Moor du Pont Employees Federal Credit Union of Edge Moor, Delaware.

### The Proposed Summer School Session

We have proposed to the State Leagues that all paid personnel of the State Leagues and the National Association meet next summer for a two weeks' school and conference session in Madison. The letters which are coming in indicate a very favorable response to this suggestion.

### The Proposed 1944 Estes Park Reunion

Another letter to the survivors of the Estes Park Conference of 1934 proposing a reunion in 1944 at Estes Park also has met with an enthusiastically favorable response. 1944—on August 10—will be the 10th anniversary of the birth of CUNA.

### Filene Memorial

Over \$1600.00 came in for the Memorial at our recent meetings. About everything that can be said about the Memorial was said in the September issue. Our job now is to get our coats off and to hustle so hard this fall and winter that, no matter how cold it gets, we won't have to put our coats on again until we have the first \$150,000 in the bank.

# NEWS OF STATE LEAGUES

"Replacing the best with something better—that is the keynote of progress"—Edward A. Filene.

## MARYLAND

By P. A. Boellner

### Almost a Miracle Man

ACTIVITY in the Credit Union field has stepped up considerably since our genial field man, Mr. George D. Parlett, has been on the job. During the past six months, he has done everything short of miracles to organize and service the Credit Unions of Maryland. To hear Mr. Parlett's report at one of the State Board meetings, one would think that he must have a double, because it seems impossible for one person to do it all. For one thing, he has proven that Maryland needs a field man and we are very sorry now that his connection with the League terminated September 15, 1940, thus completing the six-month period approved by the delegates at the last Annual meeting of the State League.

### Tontz Chooses Wisely

Mr. J. Logan Tontz, our President, certainly deserves another pat on the back for his selection of Mr. Charles L. Fisher of Asarco Credit Union as Maryland State Chairman to assist the National Bridge Committee in stimulating "BRIDGE" subscriptions. Mr. Fisher has already called a meeting to discuss plans for a campaign here in Maryland and from the enthusiasm he displays, our quota should not be hard to obtain.

The July issue of the "Marycul," official publication of the Maryland Credit Union League, was all dressed up with a fine cover-page, originated and drawn by another Asarco member, Mr. Ed. Strasser. From all indications, future issues of the "Marycul" are in for a real treat of artistic cover designs.

Credit Union auto tags are selling at a fair rate but we feel there is plenty of work to be done yet to enable us to prove we are real salesmen. We are confident that the Filene Memorial will be provided for without difficulty through the sale of this splendid article.

### Service—Par Excellence

The convenience of Credit Union service was exemplified recently in Greenbelt, Maryland, when late one night a member was advised by telegram that a member of his family had died in Chicago. He immediately contacted the Greenbelt Credit Union Credit Committee who had to get out of their beds to pass on his quickly written application for a loan. Three hours after the receipt of the wire this Credit Union member was on board a train, heading for Chicago with enough cash in his pocket to see him through his trip. This is one advantage of a community Credit Union.

## MINNESOTA

By V. S. Petersen

### Central Verein Backs Credit Unions

NEW impetus was given to the movement for a widespread development of parish credit unions by the Central Verein at its 85th annual convention at New Ulm.

William H. Siefen of New Haven, Connecticut, in his presidential address to the convention called for wide establishment of parish credit unions. Saying, "During all these years our endeavors have been motivated by a desire to promote a Christian philosophy of life. With just pride we point to our promotion of Catholic social action."

Mr. J. M. Aretz, President of the Catholic Aid Association of Minnesota, and an ardent credit union worker, spoke very highly of the work done by the Minnesota League of Credit Unions in furthering the development of parish credit unions in Minnesota. He urged everyone present to assume personal responsibility for sponsorship of a credit union in their home parish.

V. S. Petersen, Managing Director of the Minnesota League of Credit Unions, reported to the group that the twenty-three Minnesota parish credit unions had reached assets of \$200,000 and that they were all demonstrating their ability to do an increasingly important job of encouraging thrift and the wise use of money. He urged all representatives from Minnesota parishes to make use of the literature the League has available and also its personnel. As a result of the contacts made at this convention at least ten new parish credit unions will be started in Minnesota this fall.

### Group Discussion Leaders Meet

Geo. W. Jacobson, chairman of the League's educational committee, has completed a discussion group outline for the use of the League. Ten interested credit unionists have volunteered to act as discussion group leaders and have invited groups to meet, once a week for three or four weeks, in their homes.

These leaders met at the League office on September 10th to acquaint themselves with the outline and to exchange ideas on group discussion technique. Considerable enthusiasm for developing group discussion units has been created and their progress will be watched with a great deal of interest.

## MISSOURI

By Marie Turner

### Kansas City Chapter Takes a Trip

Mystery Excursions have become quite popular with the Kansas City Chapter and we have planned another to take place September 8th leaving Kansas City at nine A.M. and returning at nine P.M. the same day. This being Sunday, and the round trip only \$1.00, we are looking for around one thousand persons to join us.

We have had several excursions of this kind in the past few years and they create so much good feeling that everyone feels like he had had a much more expensive outing.

We are trying to find out how to have a good time together and as the years go by, we believe we are making a great deal of headway. We believe by having our membership and friends become better acquainted we are promoting the growth of our Chapter, as people are more apt to come to chapter meetings when they feel at home with the other attendants. Aside from a lot of fun, we believe we receive larger returns from these outings than was ever dreamed when they were begun, for in strengthening the personal tie that binds us, we are forging forever the chain that will keep us a united front—Credit Unions which are in reality Brotherhoods.

### St. Louis Chapter News

The St. Louis Chapter held its annual Moonlight Boat Excursion down Ole Man River late in June, on the Steamer "Admiral." Five hundred and seventy-two persons, the largest attendance in recent years, thoroughly enjoyed themselves dancing to the rhythm of Hal Haviard and his Cadets, or just relaxing in perfect comfort on this new air-conditioned steamer.

There was appointed at our last Chapter meeting an "Organization Committee" to further the promotion of new Credit Unions in this district. This committee has conceived a plan to be sponsored and financed by the St. Louis Chapter, in which the membership will have a part. The committee has worked out all the details and acquired all necessary data which they expect to present to the members at the September meeting of the Chapter for their approval and cooperation and it is hoped that each is ready to do his or her part. It is our aim to have more members in the Founders Club from St. Louis than from any other city. We are not going to unfold the details of this plan at this time. However, we expect to show the results at the next annual convention of the State League.

# \$95,000 AND SUCCESS

By CLAUDE E. CLARK, Chairman

National Filene Memorial Committee

## A Word About Our Founder



CLAUDE E.  
CLARKE

ON SEPTEMBER 8th, it was my privilege to attend some of the very interesting sessions of the two-day fall conference of the Columbus Chapter held at Camp Wildwood. At one of these sessions a record was used reproducing one of the speeches of Mr. Filene. It was an inspiring experience to hear his voice and to listen to the personal message to credit union members which he always put into talks of that kind. Those of us who were privileged to know him personally were impressed with his genuine interest in credit unions and his confidence in those who were associated with him. This article is being written in September, the month in which we are giving special recognition to Mr. Filene for his work on behalf of credit unions. These meetings, the use of this recorded address, and other means will help to make Mr. Filene a reality for those who are joining our ranks. Every movement for human welfare, according to Ralph Waldo Emerson, is but the lengthened shadow of the life of some man. Mr. Filene has put his stamp on our program and we will do well to keep before us the high hopes which were his for the place of our movement in the economic life of America.

## Filene Memorial Stamps

We are able to announce officially that these stamps are now ready for distribution. We have had prepared one million of the 10c stamps. These, green in color, are very attractive and have on them a good picture of Mr. Filene. The plan is that these stamps be sold to members who are not able to make a contribution of \$1.00 at one time but who would be glad to purchase ten stamps over a period of time. Furthermore, in this way we should secure contributions from more members. Every member should be able to purchase at least one 10c stamp, and thereby feel they have had some share in the campaign. While this will make some additional work for the treasurer, we are sure that the majority of them over the country will be glad to cooperate in this way.

It should be said in passing, that in this campaign no group has been more helpful and has done more than the treasurer, and we are confident they will continue to stand by. We very much appreciate all they have done and the spirit in which it was done.

Another stamp is also to be used. This is yellow in color and of \$1.00 denomination. This will be given to any member who has given as much as \$1.00 to the campaign—whether by the purchase of stamps or otherwise. There are undoubtedly several thousand members throughout the country who have contributed that

amount. We believe they will appreciate receiving this stamp as a recognition of their contribution. It will be an attractive symbol in their passbooks and a pleasant reminder of the campaign.

A quantity of both types of stamps are being sent to the state chairmen for distribution and we are urging that credit unions place their orders with respective chairmen as soon as possible. The experience thus far shows that a credit union can raise a considerable amount of money in this way. If many credit unions cooperate, our receipts should be materially increased.

## Revenue from the Sale of Membership Plates

Sales of the automobile membership plates are increasing. More and more of our people are "telling the world" they are credit union members and very soon enough plates will go in use to make the public fully conscious of our existence.

Henry Stricker, Jr., the father of the idea, continues to direct the sale and distribution of these plates and to do the fine job he has been doing right along. He not only had a good idea but had the ability to put it into action.

BRIDGE readers will be interested in the results thus far, which are as follows:

(1) Number of plates sold up to August 31, 1940.....	18,500
Increase in sales during August, 1940 .....	2,050
(2) Twenty-three states and the District of Columbia have placed orders in these amounts:	
Colorado .....	250
Connecticut .....	700
District of Columbia .....	100
Florida .....	2600
Illinois .....	1000
Iowa .....	500
Kentucky .....	250
Louisiana .....	400
Maryland .....	200
Massachusetts .....	200
Michigan .....	3000
Minnesota .....	500
Missouri .....	1000
New Jersey .....	1500
New York .....	500
North Carolina—Virginia Regional Assn.....	800
North Dakota .....	100
Ohio .....	2500
Oregon .....	200
Pennsylvania .....	500
Texas .....	500
West Virginia .....	200
Wisconsin .....	950
Cuna Supply Cooperative .....	100
(3) Total payments received to date .....	\$1,304.00
(4) Total amount to be credited to the Filene Memorial Building Fund .....	782.40

This shows we not only have activity but accomplishment as well. \$782.40 new money for the campaign is very worthwhile to say nothing of the publicity value which has come and will continue to come from the distribution and use of the plates.

Several persons have told me that the best selling plan they have found has been to sell the plates to a few members who put them on their cars. These are seen in the parking lot by other members. In-

quiries immediately come in regarding them by these other members who want to buy one or two for their own cars. In this way the plates sell themselves. Much of the experience thus far shows that it is just as easy to get a price of 50c as 25c. Sales should increase in volume as more of these plates are put into use. As this is done more credit union members will feel they want to be in the "select Company" of those who are seeking to advertise our movement and support the campaign. Boards of Directors particularly can help by buying plates and introducing them in their own organization.

## More Educational Work

Although many talks have been given, letters written, pamphlets distributed, and meetings held, there is much to be done before credit union officers and directors will understand the campaign fully. As our committee has said many times, we are extremely anxious that whatever is given by any credit union or individual to the campaign be given because of a sincere desire on their part, based on knowledge of the facts to support this undertaking. Any other basis for contribution would be out of keeping with the spirit and purpose of the campaign.

The experience last year showed that the most productive period of the whole campaign was during the months of January, February and March, and that should be true this year—only to an increased degree. Our experience last year also showed that it is always helpful to hold meetings with boards of directors in order to explain to them fully about the campaign and to answer any questions raised. Where a meeting of this kind was held a definite plan was set up for securing individual contributions through personal solicitation, or if it was a state credit union the directors frequently agreed that they would recommend to the members at their annual meeting that a certain contribution be made to the campaign out of their undivided earnings.

Our National Committee is convinced that the months of October, November and December will afford an excellent opportunity for boards of directors of credit unions to hold meetings of this kind. The chairman of the local chapter would be invited, or some other outside person who could discuss the campaign with the group. We urge the readers of the BRIDGE as officers and directors of credit unions to arrange for such a meeting if a contribution has not already been made to the campaign. All of this preliminary effort will unquestionably increase the volume of pledges and in particular will enable a gift to be made with the proper feeling toward the campaign.

Our immediate goal is to secure the additional \$95,000.00 needed to make up the \$150,000.00 which must be in hand in order that we may proceed with the erection of the first unit of Filene House.

# MOST FOUNDERS FROM MISSOURI

## Also Leads With Most Women Members

THE CREDIT UNION honorary society, familiarly known as the Founders' Club, has 541 members. Missouri leads the way with 63, Illinois is second with 53, Ohio third with 37, and Minnesota fourth with 36. Practically the same position holds true insofar as women members are concerned. Here again Missouri leads with 5, Illinois has 4, while Ohio and Minnesota are tied with 3 each. Altogether 24 women have earned their right to membership. Canada is fast coming up and already has 15 persons who have qualified.

The Founders' Club was organized in 1928. The September, 1928, BRIDGE, in its announcement regarding the Founders' Club, stated that eligibility was achieved by:

1. Being a member of a Credit Union.
2. Organizing a new Credit Union group other than the one of which the applicant is a member.
3. Sending to CUNA, at Madison, Wisconsin, a letter stating the facts as set forth in rules 1 and 2.

There are no dues.

Upon being accepted into membership, the candidate receives a Founders' button, letter, and certificate of membership.

Edward A. Filene was the first member of the Founders' Club. The first ten members and dates of their admission follow:

1. EDWARD A. FILENE.....	October 27, 1928.....	Boston, Massachusetts
2. THOMAS W. DOIG.....	October 27, 1928.....	Minneapolis, Minnesota
3. CHARLES W. HARVEY.....	October 27, 1928.....	Boston, Massachusetts
4. CHARLES F. DONAHOE.....	October 27, 1928.....	Boston, Massachusetts
5. THOS. J. BARRY.....	October 27, 1928.....	Brockton, Massachusetts
6. HARRY H. HALL.....	October 27, 1928.....	Holliston, Massachusetts
7. WM. H. WELLEN.....	October 27, 1928.....	Fitchburg, Massachusetts
8. T. L. BOSWELL.....	November 1, 1928.....	Richmond, Virginia
9. H. BARRON.....	November 1, 1928.....	Kalamazoo, Michigan
10. ELMER OTT.....	November 1, 1928.....	Springfield, Massachusetts

It has often been said that whenever a person organizes a Credit Union, he earns a certain type of immortality because he starts machinery which will bring untold services and benefits to many people even after he departs from this world.

Last spring at the annual meetings of the Kansas, Iowa, Missouri, New York, and Minnesota Leagues, persons who had earned the Founders' Club insignia were presented with them at the banquet. Besides giving justifiable recognition to them it brought home to large numbers of people the fact that one doesn't have to be a superman to organize a Credit Union. Reports from these states reveal that it has stimulated voluntary organizers. This is very much desired for it not only brings out latent abilities in the organizer which is undoubtedly helpful to him, but also will be of vast assistance in bringing credit union service to the millions who are still without it.

### Distribution of Founders' Club Members by States

STATE	NUMBER
Missouri .....	63
Illinois .....	53
Ohio .....	37
Minnesota .....	36
Iowa .....	35
Wisconsin .....	31
Massachusetts .....	29
New York .....	26
Kansas .....	18
California—Pennsylvania .....	each 17
Texas .....	16
Canada—Michigan .....	each 15
Louisiana .....	12
Oregon .....	10
Utah .....	9
Kentucky—North Carolina—Tennessee—Virginia .....	each 8
Arkansas—Washington .....	each 4
Alabama—District of Columbia—Indiana .....	each 6
Georgia—New Jersey .....	each 5
Connecticut—Maryland—Nebraska—North Dakota—West Virginia .....	each 3
California—Florida—Idaho .....	each 2
Maine—Mississippi—Montana—Oklahoma—South Carolina—South Dakota .....	each 1
Total .....	541

## To the man who wants to enjoy an ACCOUNTANT'S CAREER



IF you're that man, here's something that will interest you.

Not a magic formula—not a get-rich-quick scheme—but something more substantial, more practical.

Of course, you need something more than just the ambition to be an accountant. You've got to pay the price—be willing to study earnestly, thoroughly.

Still, wouldn't it be worth your while to sacrifice some of your leisure in favor of interesting home study—over a comparatively brief period? Always provided that the possible rewards were good.

Think of the thrill of cashing a good sized salary check! Of building a modern home? Of cruising about town in a new car! Of swelling your bank account!

Those are everyday events in the life of many an accountant—who, mind you, doesn't have to kill himself with work to afford them. His duties are interesting, varied and of real worth to his employers. He has standing!

Do you feel that such things aren't for you? Well, don't be too sure. Very possibly they can be!



Why not, like so many before you, investigate LaSalle's modern Problem Method of training for an accountancy position?

Instantly you'll appreciate its merits. You'll realize it's practical and thorough.

Just suppose you were permitted to work in a large accounting house under the personal supervision of an expert accountant. Suppose, with his aid, you studied accounting principles and solved problems day by day—easy ones at first—then the more difficult ones. If you could do this—and if you could turn to him for advice as the problems became complex—soon you'd master them all.

That's the training you follow in principle under the LaSalle Problem Method.

However, under LaSalle the training is much broader. You learn more than one accountant usually could teach. At LaSalle there's a staff of experienced specialists to guide you. You get the benefit of their combined experience.

You cover accountancy from the basic Principles right up through Accountancy Systems and Income Tax Pro-

cedure. Then you add C.P.A. Training and prepare for the C.P.A. examinations.

As you go along, you absorb the principles of Auditing, Cost Accounting, Business Law, Statistical control, Organization, Management and Finance.

Your progress is as speedy as you care to make it—depending on your own eagerness to learn and the time you spend in study.

### Write For This Free Book

For your own good, don't put off investigation of all the facts. Write for our free 48-page book, "Accountancy, The Profession That Pays." It'll prove that accountancy offers brilliant futures to those who aren't afraid of serious home study. Send coupon.



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I want to be an Accountant. Send me, without cost or obligation, the 48-page book, "Accountancy, The Profession That Pays," and full information about your accountancy training program.

Name .....

Address .....

City .....

Position .....

Age .....

THE BRIDGE—October, 1940

## SUPPLEMENTS FOR CHAPTER PROGRAMS

TWO INTERESTING educational films may be obtained by Chapters.

One movie, "Housing In Our Time" is a 20-minute sound dramatization of the slum clearance and low rent housing program now going forward throughout the nation. It shows the development of a project from the granting of the loan by the United States Housing Authority to occupancy.

After seeing "Housing in Our Time" at the White House, President Roosevelt made the following statement:

"With half the world torn by the forces of destruction, 'Housing In Our Time' sounds a call and shows a way to construction. It is a call that wisdom in the United States will heed.

"The strength and stability of American democracy lie in a self-respecting citizenry. The USHA film reveals the extent to which their living conditions makes self-respect so difficult for millions of our people. But it also demonstrates that the slum can be removed, that decent, low-rent housing can be provided; that men, money, and materials can be put to work for the benefit of all."

Prints may be obtained in either 16 mm. or 35 mm. without charge, other than the cost of transportation.

To obtain the film contact any one of the following: your local U. S. Housing Authority; or Charles E. V. Prins, Director, Informational Service, United States Housing Authority, Washington, D. C.; or CUNA Educational Services, Madison, Wisconsin.

"Know Your Money" is a sound motion picture, with Lowell Thomas as commentator. It was produced by the United States Secret Service, a division of the Treasury Department. The film portrays the principal points of difference between genuine and counterfeit bills and how they can be quickly identified as one or the other. The film is followed by a talk on money, genuine and counterfeit, and the answering of questions, by a United States Secret Service agent.

A letter to CUNA Educational Services will bring you the address of your nearest Secret Service office from which the film can be obtained. There is no charge whatsoever.

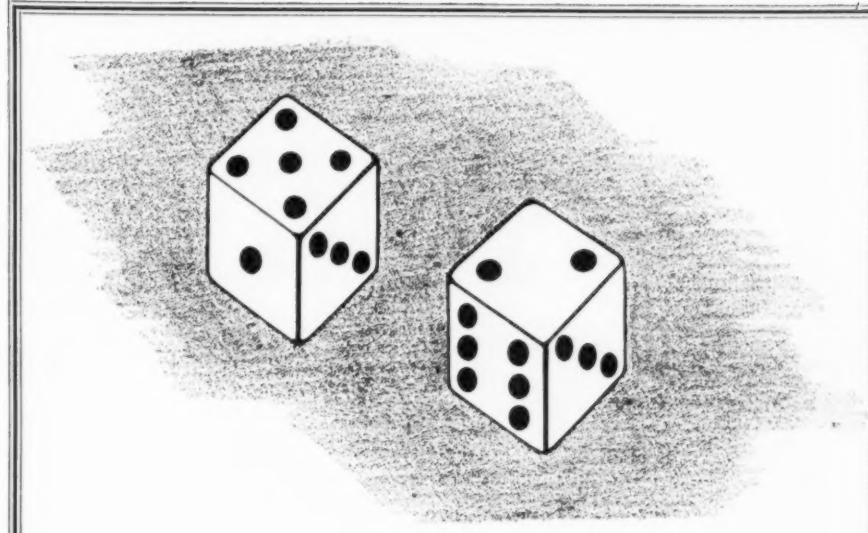
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### CREDIT UNIONS NEEDED

In a survey of 95 petroleum co-operatives last year the Farm Credit Administration of the United States found that credit costs per dollar of credit sales averaged 3.5 cents. Another credit study showed that one year a "no credit" program pursued by the Consumers Co-operative Association of North Kansas City resulted in an increase both in sales and net income. The net worth of member associations was increased and their cash and inventory positions were appreciably improved.

\* \* \*

During the coming school year, all seniors in Los Angeles high schools will have a course in consumer education, including Consumers' Co-operation.



## WHY GAMBLE WITH THE SECURITY OF DEPENDENTS?

Their welfare and happiness rests upon your continued ability to provide an income.

Life insurance will make more certain their future security.

### CUNA MUTUAL OFFERS

to credit union members and their immediate families

### THE ORDINARY LIFE POLICY \$1,000 to \$3,000

#### Permanent Protection at a Fair Premium Cost

- Non-Assessable
- Participates in Earnings
- Cash and Loan Values
- Non-Forfeiture Provisions

More than \$75,000,000 Insurance in Force

**CUNA MUTUAL INSURANCE SOCIETY  
Madison Wisconsin**

### MAIL THIS COUPON

**Life Department  
CUNA Mutual Insurance Society  
Madison, Wisconsin**

Please send me application and full details about the Ordinary Life Policy for credit union members and members of their families.

Name .....

Address .....

City and State..... Date of Birth.....

# POSTERS INFORM MEMBERS

ATTRACTIVELY COLORED—ON GOOD GRADE OF PAPER

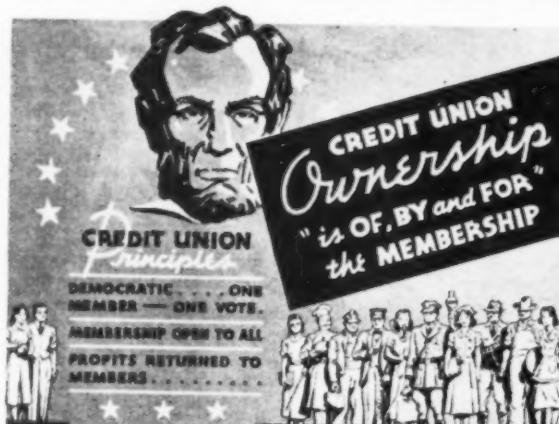
SIZE 10½" x 14"—at 5c EACH (Less 20% Discount to League Members)

ORDER TODAY from your State League if it handles Forms or from  
**CUNA SUPPLY COOPERATIVE**

MADISON



614

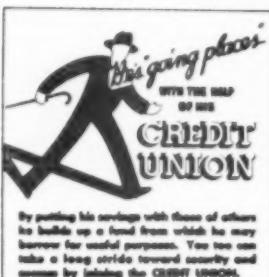


613

WISCONSIN



615



By putting his savings with those of others, he builds up a fund from which he may borrow for useful purposes. You too can take a long stride toward security and success by joining the CREDIT UNION.

Benefit By Saving the Credit Union Way

601



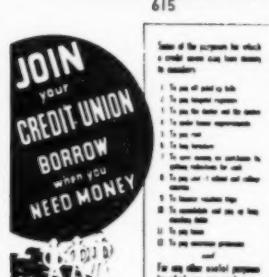
Benefit By Saving the Credit Union Way

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Benefit By Saving the Credit Union Way

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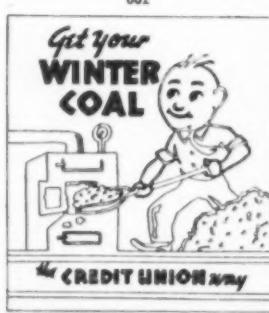
Benefit By Saving the Credit Union Way

604



Solve Systematically and Safely Credit Problems Through the Credit Union

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Solve Systematically and Safely Credit Problems Through the Credit Union

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Benefit By Saving the Credit Union Way

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Benefit By Saving the Credit Union Way

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Solve Systematically and Safely Credit Problems Through the Credit Union

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Solve Systematically and Safely Credit Problems Through the Credit Union

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Solve Systematically and Safely Credit Problems Through the Credit Union

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# There's "NO TRICK" TO THRIFT

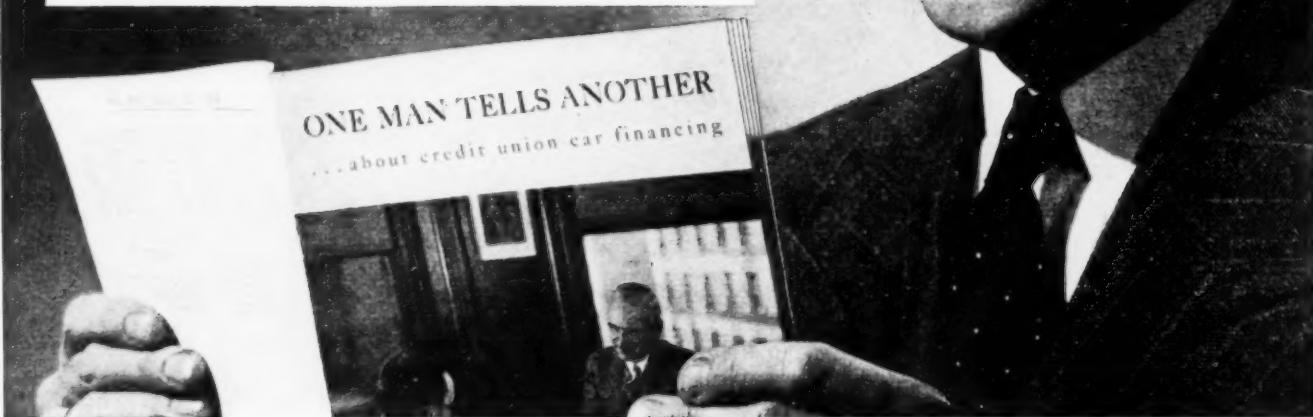


★ Just SAVE  
a small amount *in your*  
REGULARLY CREDIT  
UNION

See Your Credit Union Treasurer Today!

# ANNOUNCING

## A New Booklet of Vital Interest to Credit Union Treasurers



From their experience in helping credit unions to establish and develop automobile financing, United Mutual and Liberty Mutual have prepared a new booklet. Written in the credit union man's language, it will answer for you such important questions as:

- How can automobile financing best be used as a means of keeping your funds profitably invested, and as a real service to members?
- In the financing of new automobiles, what precautions should be taken to protect the credit union?
- What rules are essential for your protection in the financing of used car purchases?
- What provisions should be made for insurance on financed cars, and how can the credit union treasurer avoid red tape, unnecessary expense, and useless paper work in providing it?

These and many other questions are answered in our new booklet, "One Man Tells Another." Whether or not you are now financing automobile purchases, you will want a copy. Clip the coupon now, and we will send it to you without cost or obligation.

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Bridge 10-40

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